



Further New Business Wins - Ayima Group AB

Further to the recent announcement of 17 March, Ayima Group is pleased to announce a further 4 new business wins, amounting to approximately 2.1 MSEK in the initial contract term.

These wins are for entirely new clients and contracts and the standard terms are 12-months, automatically renewing. The new clients include a leading social media platform based in Vancouver, a London-based global shoe brand and an online education platform, based in Queensland, Australia.

The latest wins, bring the total of new business for the first quarter up to approx. 10.7 MSEK and the pipeline remains strong. Please note that new business wins are an approximation of the total value of a new client contract and should not be considered a forecast of revenue.

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About Ayima

Originally founded in 2007, Ayima is a digital marketing agency with around 150 employees across its offices in London, New York, San Francisco, Stockholm and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including 'Updatable', 'Redirect Path', 'Page Insights', 'Pulse' and 'Appotate'.

[Ayima](#) is listed at Nasdaq First North Growth Market under the "Ayima B" ticker. Certified Adviser is:

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