



New Business Update - Ayima Group AB

Further to the update from 21 May, 2021, Ayima Group today is happy to announce that it has achieved further new business sales totalling approximately 4.8 MSEK. This brings the total new business for the 2nd Quarter to approximately 21.7 MSEK and is an indication that Ayima's growth will continue in a positive fashion following strong results in the previous 2 quarters.

Ayima Group's CEO, Mike Jacobson commented "After the tumultuous period following the global pandemic in 2020, Ayima has delivered consistently strong results and the continued new business success is extremely heartening. We look forward to continuing our growth in the 2nd half of 2021 as the world starts to open up again"

nb. "Sales" in this context refers to the value of entirely new client contracts, generally estimated for the initial 12-month term, and is not an estimation of revenues for the period.

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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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