



Further New Business Update

Further to our announcement yesterday, May 2, 2023, Ayima is today pleased to announce further new business wins. Today we are able to announce the signing of a new client, a global giant in the retail eyewear sector. The contract is worth approximately 9.7 MSEK annually and will commence from May 1, 2023.

Additionally, several other smaller client contracts have also been completed to the value of 6.9 MSEK annually. Combined with yesterday's announced wins, the combined total of new business to have been signed so far in Q2 amounts to approximately 28.5 MSEK annually - greater than the group's current market capitalisation.

In response to today's news, Ayima Group CFO, Michelle Dempsey commented "Today's new contracts are the result of much hard work. The Ayima team has managed to surmount considerable hurdles to get these contracts signed after long delays that have put pressure on the company's finances. I guess we finally found our lucky charms".

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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.
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