

A background network diagram consisting of white circles (nodes) connected by thin white lines (edges) on a dark blue background. The nodes are arranged in a complex, interconnected pattern, resembling a molecular structure or a data network.

Ayima Group AB (publ) Interim Report

January - September 2017

AYIMA

CONSOLIDATED FINANCIAL OVERVIEW

Consolidated Financial Overview January - September 2017

- Total revenue amounted to 95.0 MSEK (92.8) an increase of 2% from the same period in 2016
- In GBP, the company's main operating currency, total revenue for the period was 8.7M (8.3), an increase of 5% from the same period in 2016.
- Profit for the period after financial items: -13.7 MSEK (7.7)
- Balance Sheet assets amounted to 57.2 MSEK (38.7)
- Share capital at the end of the period was 5 235 000 SEK divided into 5 235 000 shares (A: 200 000 B: 5 035 000).
- Gross Profit amounted to 47.7 MSEK, a decrease of 26% from the same period in 2016
- Operating expenses excluding depreciation amounted to 60.5 MSEK, an increase of 15% from the same period in 2016..
- Operating profit before depreciation amounted to -12.8 MSEK
- Capitalised product development costs amounted to 3.0 MSEK.
- Cash flow from operating activities amounted to -6.6 MSEK. Net cash increased by 1.4 MSEK in the period to 2.9 MSEK
- Earnings per share -2.6 SEK (1.5)

Consolidated Financial Overview July - September 2017

- Total revenue amounted to 38.4 MSEK (39.8) a decrease of 4% from the same period in 2016, but an increase of 21% from Q2
- Revenue in GBP, the company's main operating currency, was 3.7M (3.6), an increase of 1% from the same period in 2016
- Profit for the period after financial items: -3.0 MSEK (2.9)
- On a month to month basis, profit in September was positive
- Balance Sheet assets amounted to 57.2 MSEK (38.7)
- Share capital at the end of the period was 5 235 000 SEK divided into 5 235 000 shares (A: 200 000 B: 5 035 000).
- Gross Profit amounted to 17.7 MSEK, a decrease of 19% from the same period in 2016
- Operating expenses excluding depreciation amounted to 20.4 MSEK, an increase of 13%.
- Operating profit before depreciation amounted to -2.7 MSEK
- Capitalised costs for product development amounted to 0.8 MSEK
- Cash flow from operating activities amounted to -6.3 MSEK. Net cash decreased by 3.4 MSEK in the quarter to 2.9 MSEK.
- Earnings per share -0.6 SEK (0.6)



A Message from the CEO

Dear Shareholders and Investors

The 3rd quarter of 2017 has been an extremely encouraging one for Ayima. A very strong sales performance has seen the acquisition of several major new clients after lengthy pitch and procurement processes. Additionally, many of our existing clients have expanded their engagements after we have consistently delivered impressive results on their campaigns. Of particular note, it has been the newer offices such as Vancouver and San Francisco that are showing strong growth. The market for digital services in these geographic areas is already immense and growing, and Ayima is there at the right time to capitalise on this trend.

Unfortunately, the impact of this new business will not be reflected in the financial results until Q4 of 2017 and Q1 of 2018, however there are still many positive aspects to be highlighted from today's release.

Revenue has grown in each quarter of 2017, both in real terms and relative to the previous year, despite the negative impact of the large fluctuations on the exchange rate after the BREXIT vote in 2016. Revenue for Jan-Sep in 2017 was 95.0 MSEK, a 2% increase from 2016. But before conversion to SEK for reporting to Aktietorget, revenue in GBP had increased by 5.0% to 8.72M. We expect Q4 to show a bigger increase.

After three quarters of financial losses, we finally returned a positive result in the month of September, more or less precisely as expected (see chart below). Now that the company is trading profitably, we will continue to focus on growth and expansion in the short and medium term rather than maximising margins, which will anyway increase as a natural consequence of revenue growth over our fixed cost base.

In Q4, we also intend to implement an employee options scheme for all employees. We consider that our employees are our greatest asset and this will further reward and incentivise them, while at the same time providing an additional staff retention mechanism.

All in all, Ayima has turned a corner in Q3, and the future is very positive indeed.

Sincerely

Mike Jacobson

CEO



FINANCIAL INFORMATION

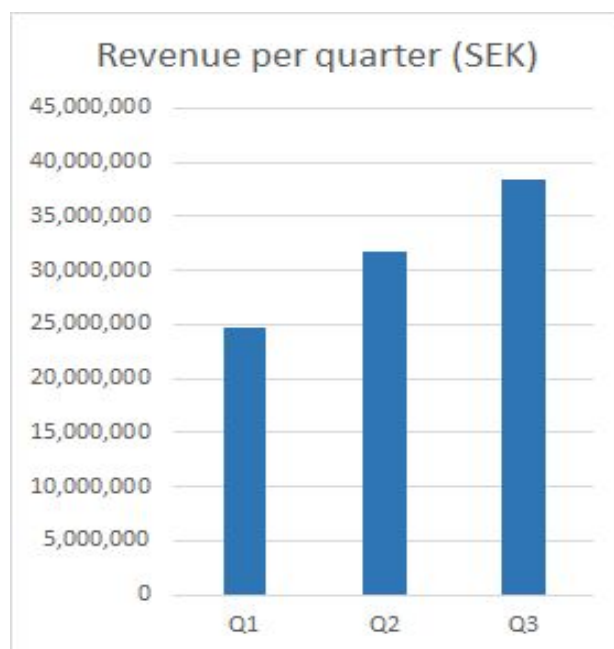
FINANCIAL INFORMATION

MSEK

Jul - Sep 2017 Jan - Sep 2017

REVENUE	38.4	95.0
PROFIT	-3.0	-13.7

Ayima has seen strong growth in revenue year on year in each quarter in 2017. Combining the revenue growth with the positive impact of the cost savings initiated at the end of quarter 2, Ayima has reported a profit for the final month of quarter 3 of 2017. Ayima will continue to closely manage these costs to ensure the return to profitability is continued, there has been no adverse effect to daily operations as a result of the cost saving changes.



FINANCIAL POSITION AND LIQUIDITY

Liquid assets at the end of the period amounted to 27.2 MSEK (24.5). Cash and cash equivalents amounted to MSEK 2.9 (0.8) and accounts receivable 24.3 MSEK (23.7). Total equity amounted to 22.5 MSEK, including issued share capital 5.2 MSEK. Return on equity was negative and equity ratio was 39 (47) percent.

CASH FLOW

Cash flow from operating activities before changes in working capital amounted to -2.5 MSEK. The change in working capital was -3.8 MSEK. Investments in tangible and intangible fixed assets amounted to 0.3 MSEK during the third quarter. Net cash decreased by 3.4 MSEK. Ayima continues to focus on improving cash flow in the remainder of 2017.

SHARE-BASED INCENTIVE PROGRAM

Ayima has an Enterprise Management Incentives (EMI) scheme which has awarded shares to key employees. These shares are held for the employees by the Employee Benefit Trust (EBT) and locked for a period of 12 months from the date of listing on Aktietorget. A total of 323,502 shares are owned by the EBT. We are currently in the process of establishing an employee share option scheme for all employees.

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD

Ayima's SaaS product Updatable was launched in early July, along with our analytics and data platform "Ayima Query". We continue to develop our tools and products to support the growth of the business by offering bespoke tools exclusive to Ayima clients.

Thomas Jansson resigned as chairman in early July, Ayima held an Extraordinary General Meeting on 01 August 2017. Mike Nott was appointed chairman and Bjorn Mannerqvist was elected the board of directors.

Ayima's shareholder register now contains more than the minimum required by Aktietorget for liquidity purposes. As such, Ayima has terminated its arrangement with the liquidity provider, Sedermera. The contract termination will go into effect from 1 December 2017 (2017-12-01).

MARKET TRENDS

Digital marketing is generally a lucrative service sector with high growth. This applies to all geographical markets and the opportunity to increase market share in a growing market is extremely high. There is high demand for better Market Intelligence reporting based on real data, Ayima has responded to this by continuing to invest in developing bespoke tools in house.

SEASONALITY

Q3 is traditionally a period of high activity with some paid media clients, Ayima has expanded the range of clients in this sector with varying periods of high activity, this diversity in client active periods means that the revenue and workload for this team is evenly distributed throughout the year.



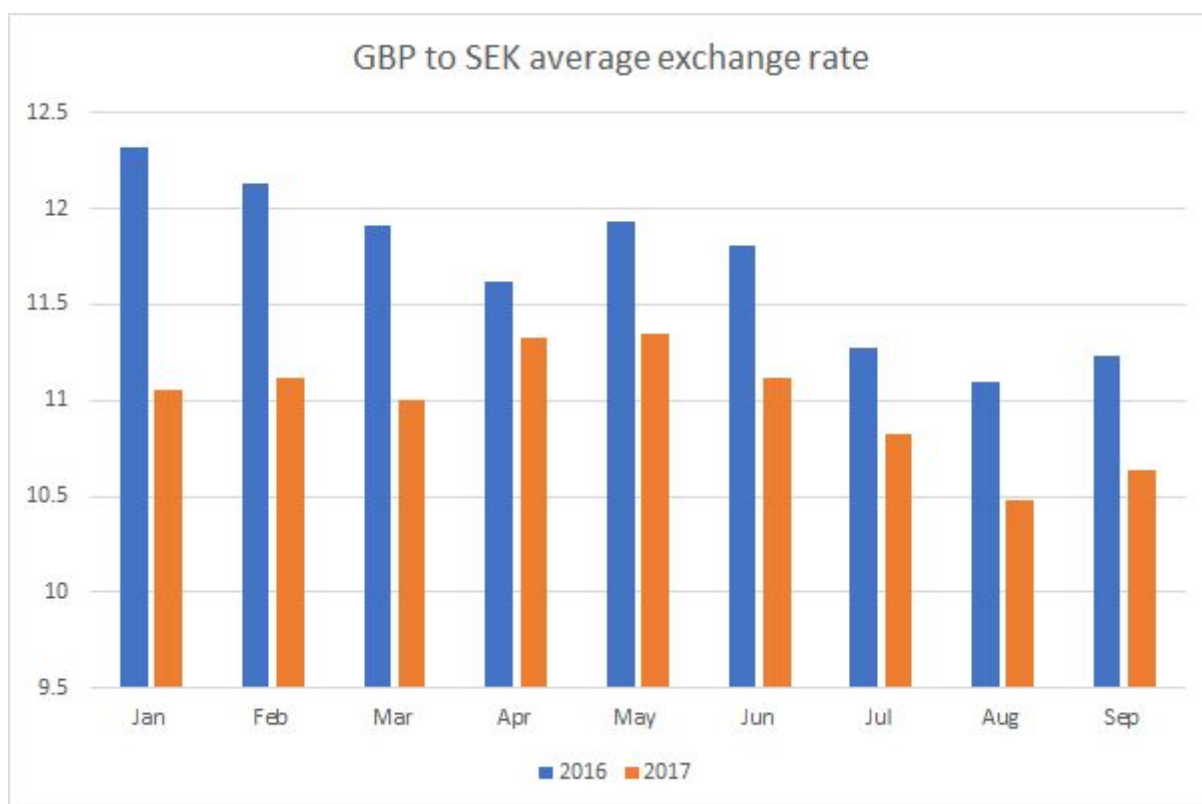
RISKS AND UNCERTAINTIES

POLITICAL DECISIONS

There is still no clear indication of the impact that Brexit will have on Ayima’s business in the UK, currency rates continue to be affected, as seen in the chart below, this has a negative impact when converting from Ayima’s main operating currency (GBP) to SEK.

EXCHANGE RATE VARIANCES

Currency risks refer to the risks that exchange rate fluctuations affect the consolidated income statement, balance sheet and cash flow. Currency risks exist both in terms of transactions and currency translation. Ayima is exposed to currency risks in 5 countries with 5 different currencies, most in British pounds (GBP) and US dollars (USD). Of the Group’s sales in the third quarter of 2017, about 77 percent in GBP and 21 percent in USD. Of the Group’s costs, approximately 78 percent was GBP and 16 percent was USD. Net investments in foreign currency are currently not currency hedged. Exposure attributable to exchange rate fluctuations on customer and supplier invoices is limited because billing to customers and suppliers is mainly in local currency for all companies in the Group



*source: xe.com average monthly rate Jan 2016 - Sep 2017

CLIENTS

Customers of Ayima can contribute risk factors of various kinds. If a client represents a high proportion of revenue for the group, there is a risk that the business will be impacted if that client cancels their agreement. Ayima distributes revenue from many different clients of varying sizes, on long term contracts, with a review and risk assessment if a client represents more than 10% of the

total fee income for the group. Ayima teams have regular meetings with clients for both agreeing and setting out tasks and roadmaps for future work to be undertaken and reporting on work completed. We communicate with most clients on a daily basis providing updates and answering questions. With good communication Ayima is constantly aware of the status of all clients and ensures that the good relationships are maintained and any issues addressed and resolved with minimum delays.

STAFF

At the end of the quarter, the Group had approximately 135 employees. This includes both full-time permanent and part-time employees and consultants on longer contracts. To build a strong culture around the company, Ayima has developed strong management systems and evaluation systems for the Company employees and the company has very low staff turnover for the industry, which means that Ayima loses very little expertise and knowledge through employee losses.

CONTRACT DISPUTES

Ayima is careful when establishing customer agreements. The agreements are based on email conversations, meetings and telephone calls and scope of work is agreed in writing according to customer needs. Standard legal templates for client contracts have been developed with external legal advice in the appropriate jurisdictions. Throughout Ayima's 10-year history, the Company has never been had action taken against it for failure to deliver on a contract.

LIABILITY RISKS

Ayima is certified ISO 27001, which confirms that there are policies and procedures that apply to all aspects of the work being carried out, we are also PCI-compliant and guarantee the highest level of security for all data on our systems.

Ayima has robust insurance policies in place for all of its subsidiaries covering Professional Indemnity, and Errors and Omissions.

RELATED PARTY TRANSACTIONS

Apart from remuneration to the Board and senior executives, Ayima continues to provide several services to Gaming Realms PLC, which are shareholders of Ayima and previously owned by QTM. Transactions with Gaming Realms are treated at arm's length.

ACCOUNTING PRINCIPLES

Ayima AB (publ) prepares its consolidated financial statements in accordance with International Financial Reporting Standards (IFRS). This interim report for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting and the Parent Company in accordance with the Annual Accounts Act and the Financial Reporting Board RFR 2 Accounting for Legal Entities. The accounting policies and calculation methods applied to the Group are in accordance with the accounting principles and calculation methods used in the preparation of the most recent annual report (see Ayima Holdings Limited) available on www.companieshouse.gov.uk. Management is further evaluating the impact of IFRS standards and interpretations from IFRIC with effect from

2018 to determine whether they may have a significant impact on the Group's financial reporting.

ABOUT AYIMA

The group was formed by acquiring the subsidiary Ayima Holdings Ltd's and Ayima Nordic AB's shares on 2017-01-31. The acquisition is reported as a reverse acquisition, which means that Ayima Holdings Ltd is regarded as the accounting acquirer and Ayima Group AB (publ) that it acquired. Payment was made through newly issued shares in the Parent Company, corresponding to a shareholding of 3,500,000 SEK.

FINANCIAL OBJECTIVES

Ayima's goal for the remainder of 2017 is continued growth and expansion, while costs and cash flow are carefully controlled in the coming months to maximize operating margin. With growth strategy and cost control in place, we expect Ayima to return to profitability in the fourth quarter of 2017 and return a good earnings per share to our investors.

NUMBER OF SHARES, SHARE CAPITAL AND EARNINGS PER SHARE

At the end of the period, the company had 5 235 000 shares (A. 200 000 B 5 035 000). The share capital was 5 235 000 SEK. Earnings per share for the period amounted to SEK -0.6 (0.6). Price per share at closing at the end of the period (2017-09-29) was 18.00 SEK.

FURTHER REPORTS

Year End Report 2017 - 2018-02-24



CONSOLIDATED FINANCIAL STATEMENTS

SUMMARY CONSOLIDATED INCOME STATEMENT	JUL - SEP 2017	JUL - SEP 2016	JAN - SEP 2017	JAN - SEP 2016	FULL YEAR 2016
MSEK					
<i>Operating income</i>					
Sales	38.4	39.9	95.0	92.8	121.2
TOTAL INCOME	38.4	39.9	95.0	92.8	121.2
<i>Operating expenses</i>					
Other external expenses	-20.7	-18.9	-47.3	-32.7	-44.5
GROSS PROFIT	17.7	21.0	47.7	60.1	76.7
Personnel costs	-15.0	-12.8	-44.6	-35.5	-49.9
Depreciation	-0.3	-0.3	-0.9	-0.9	-1.2
Other operating expenses	-5.4	-4.9	-16.0	-16.0	-20.0
TOTAL OPERATING EXPENSES	-20.7	-18.0	-61.4	-52.4	-71.2
OPERATING PROFIT	-3.0	3.0	-13.7	7.7	5.5
<i>Profit from financial investments</i>					
TOTAL FINANCIAL INVESTMENTS	0.0	0.0	0.0	0.0	0.0
PROFIT AFTER FINANCIAL ITEMS	-3.0	3.0	-13.7	7.7	5.5
Current tax	0.0	0.0	0.0	0.0	1.5
Minority share of profit for the period	0.0	-0.1	0.0	-0.1	-0.1
PROFIT	-3.0	2.9	-13.7	7.6	6.9
OTHER COMPREHENSIVE INCOME					
<i>Items that could be reclassified to earnings</i>					
Exchange rate differences	-1.1	-0.6	-2.9	0.0	-0.1
TOTAL COMPREHENSIVE INCOME	-4.1	2.3	-16.6	7.6	6.8
<i>Total profit for the period attributable to the parent company's shareholders:</i>					
Parent Company shareholders	-3.0	2.9	-13.7	7.6	6.9
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	-0.6	0.6	-2.6	1.5	1.4
EARNINGS PER SHARE - AFTER DILUTION (SEK)	-0.6	0.6	-2.6	1.5	1.4

SUMMARY CONSOLIDATED BALANCE SHEET AT 30 SEPTEMBER 2017	30 SEP 2017	30 SEP 2016	31 DEC 2016
MSEK			
ASSETS			
Fixed assets			
<i>Intangible assets</i>			
Goodwill	9.4	0.6	6.9
Other Intangible fixed assets	7.5	3.2	4.6
Total intangible fixed assets	16.8	3.9	11.4
<i>Tangible fixed assets</i>			
Property, plant and equipment	3.2	3.4	3.8
Total tangible fixed assets	3.2	3.4	3.8
<i>Financial assets</i>			
Shares in associated companies	2.7	2.1	2.9
Total financial assets	2.7	2.1	2.9
Total fixed assets	22.8	9.3	18.1
Current assets			
Accounts receivable	24.4	23.7	12.6
Other receivables	5.4	4.1	6.5
Prepayments and accrued income	1.7	0.8	1.4
Total other current assets	31.5	28.6	20.5
<i>Cash and bank balances</i>	2.9	0.8	1.5
Total current assets	34.4	29.4	22.0
TOTAL ASSETS	57.2	38.7	40.1
EQUITY AND LIABILITIES			
Equity			
Share capital	-5.2	0.0	0.0
Other contributed equity	-16.9	0.0	6.3
Other equity incl. profit for the year	-0.4	-18.3	-18.5
Total equity	-22.5	-18.3	-24.8
<i>Minority interest</i>			
	0.0	0.6	0.5
<i>Long-term liabilities</i>			
Other liabilities	-1.7	0.0	-1.8
Total long-term liabilities	-1.7	0.0	-1.8
<i>Current liabilities</i>			
Accounts payable	-21.7	-14.9	-5.9
Invoice Factoring Loan	-5.4	-3.3	-3.3
Current tax liabilities	0.0	0.0	0.0
Other current liabilities	-4.9	-2.2	-3.6
Accrued expenses and prepaid income	-1.0	-0.5	-1.2
Total current liabilities	-33.0	-21.0	-14.0
TOTAL EQUITY AND LIABILITIES	-57.2	-38.7	-40.1

CONSOLIDATED CASH FLOW STATEMENT (SUMMARY)

	JUL - SEP 2017	JUL - SEP 2016	JAN - SEP 2017	JAN - SEP 2016	FULL YEAR 2016
The ongoing business					
Operating profit	-3.0	2.9	-13.7	7.6	5.5
Adjusted revenue					
<i>Adjustments for items not included in cash flow</i>					
Depreciation and write-downs	0.3	0.3	0.9	0.9	1.2
Exchange losses	0.2	0.3	0.9	0.5	0.0
Minority interests	0.0	0.0	0.0	0.0	0.0
Other non-cash items	0.0	0.0	0.1	0.0	-0.1
	-2.5	3.5	-11.9	8.9	6.6
Paid income tax	0.0	-0.2	0.0	-0.2	1.4
Cash flow from operating activities before changes in working capital	-2.5	3.3	-11.9	8.8	7.9
<i>Changes in working capital</i>					
Change in receivables	-8.7	-7.6	-11.9	-14.0	-4.2
Change in current liabilities	4.9	0.1	17.2	11.0	5.7
Cash flow from current operations	-6.3	-4.2	-6.6	5.8	9.4
<i>Investing activities</i>					
Acquisition of intangible fixed assets	-0.9	-1.1	-3.2	-3.2	-4.5
Acquisition of tangible fixed assets	0.0	-0.3	-0.5	-2.6	-3.2
Acquisition of financial fixed assets	0.0	-0.7	-3.5	-2.1	-2.9
Sales of financial fixed assets	0.6	0.0	0.6	0.0	0.0
Cash flow from investing activities	-0.3	-2.1	-6.7	-7.8	-10.6
<i>Financing activities</i>					
Rights issue	0.0	0.0	0.0	0.0	0.0
Borrowings	3.2	-0.2	0.0	1.9	1.9
Shareholder contribution	0.0	0.0	14.7	0.0	0.0
Cash flow from financing activities	3.2	-0.2	14.7	1.9	1.9
Cash flow for the period	-3.4	-6.4	1.4	-0.1	0.6
<i>Cash and cash equivalents at the beginning of the period</i>	6.3	7.2	1.5	0.9	0.9
LIQUID FUNDS AT THE END OF THE PERIOD	2.9	0.8	2.9	0.8	1.5

SUMMARY STATEMENT OF CHANGES IN EQUITY	UNRESTRI SHARE CTED CAPITAL RESERVES	EQUITY
MSEK		
Balance at 01 Jan 2017	0.0	24.8
Rights issue	5.2	0.0
Profit	0.0	-10.7
Exchange rate difference on consolidation	0.0	-1.8
Other contributed equity	0.0	9.1
Balance at 30 Jun 2017	5.2	21.4
Rights issue	0.0	0.0
Profit	0.0	-3.0
Exchange rate difference on consolidation	0.0	-1.1
Other contributed equity	0.0	0.0
Balance at 30 Sep 2017	5.2	17.3

PARENT COMPANY FINANCIAL STATEMENTS

PARENT COMPANY INCOME STATEMENT

JUL -
SEP
2017

JAN -
SEP
2017

MSEK		
<i>Operating income</i>		
Revenue	0.0	0.0
Other operating income	0.0	0.0
TOTAL INCOME	0.0	0.0
<i>Operating expenses</i>		
Other operating expenses	-0.0	-0.7
GROSS PROFIT	-0.0	-0.7
TOTAL OPERATING EXPENSES	-0.0	-0.7
OPERATING PROFIT	-0.0	-0.7
<i>Profit from financial investments</i>	0.0	0.0
TOTAL FINANCIAL INVESTMENTS	0.0	0.0
PROFIT AFTER FINANCIAL ITEMS	-0.0	-0.7
Current tax	0.0	0.0
PROFIT	-0.0	-0.7
OTHER COMPREHENSIVE INCOME		

Items that could be reclassified to earnings

Exchange rate differences	0.0	0.0
TOTAL COMPREHENSIVE INCOME	-0.0	-0.7
<i>Total profit for the period attributable to the parent company's shareholders:</i>		
Parent Company shareholders	-0.0	-0.7
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	-0.6	-2.6
EARNINGS PER SHARE - AFTER DILUTION (SEK)	-0.6	-2.6

PARENT COMPANY BALANCE SHEET (SUMMARY) AT 30 SEPTEMBER 2017

01 JUL -
30 SEP
2017

30
SEP
2017

MSEK**ASSETS****Fixed assets***Financial assets*

Shares in subsidiaries	0.0	3.5
Total financial assets	0.0	3.5
Total assets	0.0	3.5

Current assets

Receivables	2.2	11.2
Total other current assets	2.2	11.2
<i>Cash and bank balances</i>	-2.2	1.0
Total current assets	0.0	12.2
TOTAL ASSETS	0.0	15.7

EQUITY AND LIABILITIES**Equity**

Share capital A shares	0.0	-0.2
Share capital B shares	0.0	-5.0
Share premium	0.0	-11.0
Share issue costs	0.0	1.5
Other equity incl. profit for the year	0.0	0.6
Total equity	0.0	-14.1
<i>Current liabilities</i>		
Other liabilities	0.0	-1.6
Total current liabilities	0.0	-1.6
TOTAL EQUITY AND LIABILITIES	0.0	-15.7

PARENT COMPANY CASH FLOW ANALYSIS (SUMMARY)

	JUL - SEP 2017	JAN - SEP 2017
The ongoing business		
Operating profit	0.0	-0.6
Adjusted revenue		
Exchange losses	0.0	0.0
	0.0	-0.6
Paid income tax	0.0	0.0
Cash flow from operating activities before changes in working capital	0.0	-0.6
Changes in working capital		
Change in receivables	-0.2	-0.3
Change in current liabilities	0.0	1.6
Cash flow from current operations	-0.2	0.7
<i>Investing activities</i>		
Acquisition of financial fixed assets	0.0	-3.5
Sales of financial fixed assets	0.0	0.0
Cash flow from investing activities	0.0	-3.5
<i>Financing activities</i>		
Rights issue	0.0	0.0
Borrowings	-2.0	-10.9
Shareholder contributions	0.0	14.7
Cash flow from financing activities	-2.0	3.8
Cash flow for the period	-2.2	0.9
<i>Cash and cash equivalents at the beginning of the year</i>	3.2	0.0
LIQUID FUNDS AT THE END OF THE PERIOD	1.0	1.0

SUMMARY STATEMENT OF CHANGES IN EQUITY

	SHARE CAPITAL	UNRESTRI CTED RESERVES	EQUITY
MSEK			
Balance at 01 Jan 2017	0.0	0.0	0.0
Rights issue	-5.2	-9.5	-14.7
Profit	0.0	0.6	0.6
Balance at 30 Jun 2017	-5.2	-8.9	-14.1
Rights issue	0.0	0.0	0.0
Profit	0.0	0.0	0.0
Balance at 30 Sep 2017	-5.2	-8.9	-14.1

INCOME BY MARKET AND SERVICE

The UK market continues to be a strong one for Ayima with quarterly growth year on year at 9.5% during what is traditionally an active period for UK customers. In the US, Ayima has continued its recovery from a major customer loss in the fourth quarter of 2016 through the signing of new clients.

INCOME BY MARKET, MSEK	JUL - SEP 2017	JUL - SEP 2016	JAN - SEP 2017	JAN - SEP 2016	FULL YEAR 2016
INCOME					
GB	28.7	25.8	65.4	49.7	76.4
US & CA	9.7	13.9	29.0	42.1	43.4
SE	0.0	0.2	0.6	1.0	1.4
TOTAL INCOME	38.4	39.9	95.0	92.8	121.2

Q3 is the biggest quarter of the year for paid media with many of the largest client campaigns running during this period, this is evident in the proportion of revenue from paid media in this quarter at 60%, for the same period last year the proportion of revenue from paid media was 44%, this shows that this sector of the business has grown as expected when the acquisition of QuickThink Media was confirmed last year.

INCOME BY SERVICE, MSEK	JUL - SEP 2017	JUL - SEP 2016	JAN - SEP 2017	JAN - SEP 2016	FULL YEAR 2016
INCOME					
SEO	14.1	20.5	42.3	62.0	80.2
PAID MEDIA	22.3	17.1	46.9	23.3	30.9
CONTENT/CREATIVE	1.0	1.6	4.3	5.1	6.8
OTHER	1.0	0.7	1.5	2.4	3.2
TOTAL INCOME	38.4	39.9	95.0	92.8	121.2

GLOSSARY

CRAWL

When you talk about searchability on a site, you usually use the term "crawlability" or "crawl" through the site.

CONTENT

One of the most important building blocks in one page's SEO strategy is to have the right content content.

CMS - Content Management System is a web-based publishing system that allows an administrator, editor or information manager to easily manage the content of a website

"IN-HOUSE"

Ayima offers its large customers an "in-house" team where Ayima's SEO specialists sit in place with the customer, and Ayima's software and IT search tools are developed by the company's "in-house" team, among others.

CONVERSION

A conversion is a specific action that the customer wants the visitor to do. It can be anything from buying a product, answering a question or downloading a file.

PPC

"Pay per Click" is a method of web advertising based on purchasing keywords for its site at any of the companies that have search engine networks and publish ads related to keywords on different websites.

SaaS

Stands for "Software as a Service" and is a cloud service that allows customers to access software over the Internet. Google, Twitter and Facebook are all examples of SaaS services, where users can access the service from any Internet connected device.

SEO

Stands for "Search Engine Optimization" how to optimise a site to appear on search engines.

SEM

Stands for "Search Engine Marketing" .

SOCIAL MEDIA

Includes channels such as Facebook, Instagram, Pinterest, Youtube and Twitter.

SEARCH ENGINE

A search engine helps users find information on the internet. The search engine's program, also known as bot

or "spider", crawls all individual pages on the web and indexes them in their own database. The search engine then uses an algorithm, which is a formula with many different factors, to rank the pages in their index according to the relevance of the search. Examples of major search engines are Google, Bing and Yahoo.

ON-SITE

Optimizing a website pages and key elements to improve SEO. This is done by writing optimized page titles and headlines, improving content, and making it as easy as possible for both visitors and the search engine's bot to navigate around the site.

OFF-SITE

Content or linking from sites other than your own. Optimized this, for example through link procurement, can improve the position of organic search results.

PAGE-RANK

One of the many different systems Google uses to rank pages in search results.

WEBSITE

Is a collection of web pages with the same user

EARNINGS PER SHARE - BEFORE DILUTION

Earnings per share, earnings divided by total number of outstanding shares.

EARNINGS PER SHARE - AFTER DILUTION

Earnings per share, profit divided by existing shares plus any outstanding options program. As of today there are no outstanding option programs.

DISCLOSURE AND CONDITIONS

ASSURANCE OF THE BOARD OF DIRECTORS

The Board ensures that the interim report gives a true and fair view of the Parent Company and the Group's operations, position and results, and describes the significant risks and uncertainties faced by the Parent Company and the companies included in the Group.

BOARD

Michael Jacobson
Member & CEO

Michael Nott
Member & Chairman

Bjorn Mannerqvist
Member

Mark Segal
Member

Timothy Webb
Member

This interim report has not been audited by the company's auditors

CONTACT

For further information, contact the Company at:

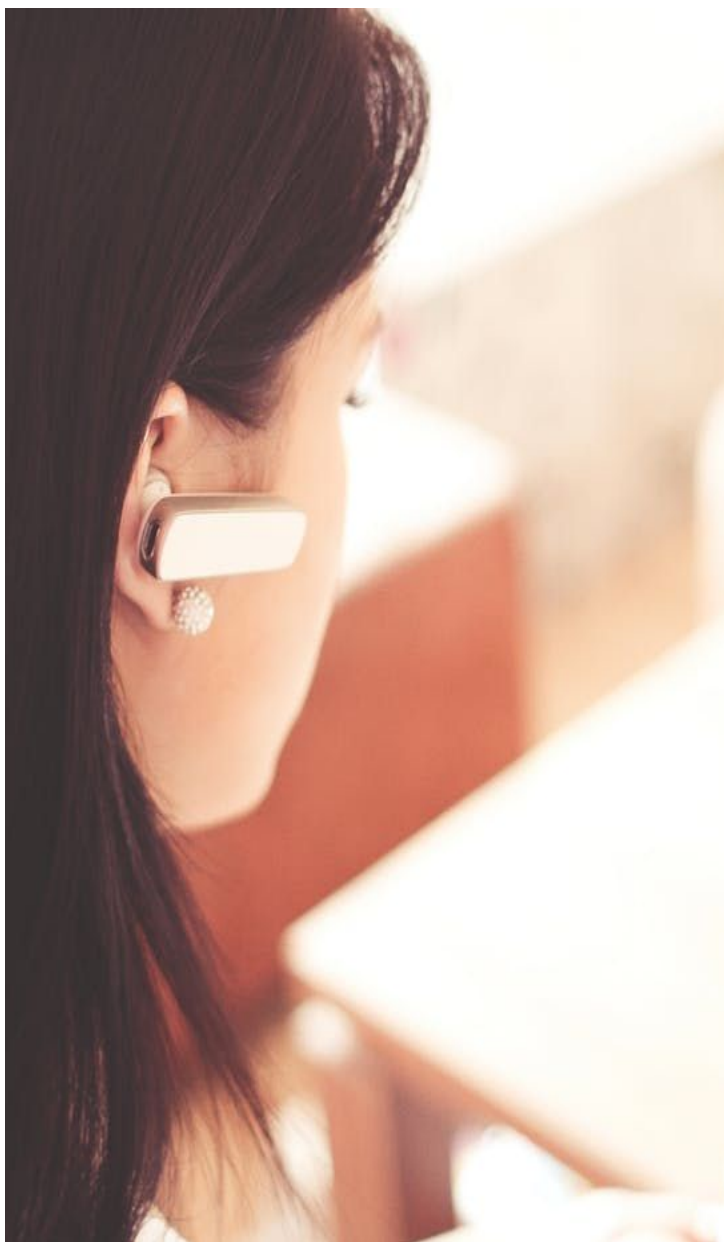
Chairman Mike Nott or CEO Mike Jacobson

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[press\(at\)ayima.com](mailto:press(at)ayima.com)

OTHER

This information is the information that Ayima Group AB is required to disclose under the EU Market Abuse Regulation. The information was provided by the above contact person for publication on November 15, 2017.



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