

AYIMA

AYIMA GROUP AB (PUBL) YEAR END REPORT

JANUARY - DECEMBER 2021



Highlights

FY: Jan - Dec 2021

- Total Revenue amounted to 163.6 MSEK (139.9) an increase of 17% from the previous year
- Operating costs amounted to 68.4 MSEK (73.7), a reduction of 7% from the previous year
- EBITDA was 17.4 MSEK (16.7), a 5% increase from the previous year
- Net Profit after tax for the period was 8.9 MSEK (4.0), a 119% improvement from the previous year
- Total Comprehensive Income was 14.8 MSEK (-1.5)
- Earnings per share (EPS) was 2.01 (-0.20)

Q4 Oct - Dec 2021

- Q4 numbers contain a large number of one-off adjustments to both Revenue and Costs, making a comparison with the previous year difficult. An Adjusted EBITDA number has been provided in the report for a more meaningful comparison
- Gross Revenue amounted to 43.4 MSEK (47.9), a reduction of 9.4% from the corresponding period in the previous year
- Operating costs amounted to 20.0 MSEK (16.3), an increase of 23% from the corresponding period last year
- A positive EBITDA result of 3.1 MSEK (13.2)
- Net Profit after tax for the period was 0.5 MSEK (9.9)



A MESSAGE FROM THE CEO

Dear Shareholders and Investors

Ayima Group ended 2021 on a strong note, with significant new business wins and general smooth operations, other than some short-term staff absences due to COVID, which have been felt globally.

Unfortunately, the Q4 results have been affected negatively by a number of one-off adjustments. Firstly, approximately 1.0 MSEK was added to Operating costs at year-end due to a balance sheet write-off of capitalised R&D investments. Additionally, there was a material impact from staff illness due to COVID-19 in December that resulted in the delivery of a significant project being delayed and 1.3 MSEK of invoiced and paid revenue being removed from the P&L. The revenue has been included in Q1, 2022 instead but the impact on Q4, 2021 of both of these adjustments is significant - a 2.3 MSEK net reduction to EBITDA, which was disappointing. The quarterly comparison to the previous year is also a bit misleading as Q4 in 2020 also contained some large one-off adjustments.

Despite this glitch in the numbers, 2021 was overall a great result with consistent growth and profitability for many consecutive quarters and a complete turnaround in the financial position of the company. Revenue growth was around 17%, Full Year EBITDA was a healthy 17.4 MSEK and EPS was 2.01 - the strongest results ever for the company.

The outlook for 2022 remains extremely positive. New business wins so far in Q1 have been exceptional and the pipeline is stronger than ever so we expect organic growth to continue at a similar or faster rate with no material increase in the cost base. In terms of strategic direction, our strengthening balance sheet now allows us to consider bigger moves in terms of growth strategy. In particular we are exploring ways to leverage our significant investments in IT systems to enter the B2B software market. Competitors such as SEMRush (SEMR on Nasdaq) have shown that the market for such SAAS products in the Search sector is sizable and the opportunity exists for a further commercialisation of the technology that we have developed for our clients over the years. The systems are already built, but some work remains in terms of developing and fine-tuning the commercial strategy.

We expect to have some further information about our growth strategy for our shareholders and investors in the coming months.

Yours Sincerely

Mike Jacobson
CEO



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Revenue growth was around 17%, Full Year EBITDA was a healthy 17.4 MSEK and EPS was 2.01 - the strongest results ever for the company.

OPERATIONS

REVENUE and EBITDA BY QUARTER AND YTD MSEK

	Oct - Dec 2021	Oct - Dec 2020	Jan - Dec 2021	Jan - Dec 2020
REVENUE	43.4	47.9	163.6	139.9
GROSS PROFIT	23.0	29.5	85.8	90.4
Operating Expenses	-20.0	-16.3	-68.4	-73.7
EBITDA	3.1	13.2	17.4	16.7

Some accounting adjustments were implemented in Q4 as a result of changes to accounting policy in line with IFRS requirements. These are considered one-off adjustments. The adjusted summary with Other Income and all one off adjustments removed is presented in the table below for purely comparison purposes.

ADJUSTED REVENUE and EBITDA BY QUARTER AND YTD MSEK

	Oct - Dec 2021	Oct - Dec 2020	Jan - Dec 2021	Jan - Dec 2020
REVENUE (EXCLUDING OTHER INCOME)	41.6	34.9	161.8	127.0
GROSS PROFIT	21.2	16.5	84.0	77.5
Operating Expenses (excluding one off adjustments)	-19.1	-16.7	-67.5	-74.1
EBITDA	2.1	-0.1	16.5	3.4

Adjusted revenue for the quarter increased by 19% compared with the same period in 2020. The continued demand in low-margin services in the quarter has maintained the gross margin % at a relatively stable rate for 2021.

Operating costs for the quarter 19.1 MSEK (16.7) were 14% higher than the same period last year. Operating costs are expected to remain flat going forward.

Extraordinary costs in Q4 included -0.2 MSEK of provisions for staff costs associated with the staff options scheme. This is an exceptional item and not part of normal operations.



FINANCIAL POSITION AND LIQUIDITY

Liquid assets at the end of the period amounted to 24.4 MSEK (25.2). Cash and cash equivalents amounted to 6.1 MSEK (7.6) and accounts receivable 18.3 MSEK (17.6). Ayima has an Invoice Discounting facility that allows the company advance access to working capital which is otherwise tied up in the accounts receivable. The amount of working capital in use through this facility is shown in the financial statements under current liabilities; this facility is continuously paid and reused as invoices are issued to clients and paid to Ayima.

Total equity amounted to 69.6 MSEK, including issued share capital of 7.4 MSEK. Equity ratio was 61 (48) percent. The final adjustment to liabilities related to the provision that was included for the potential earn-out payments due to the sellers of LeapThree Limited in accordance with the Share Purchase Agreement was carried out in the quarter; this provision is now at zero.

CASH FLOW

Cash flow from operating activities before changes in working capital amounted to 12.4 MSEK. The change in working capital was -12.5 MSEK. Investments in tangible and intangible fixed assets amounted to -1.8 MSEK during the year. Cash flow from financing activities amounted to -0.1 MSEK due to debt repayments of -9.1 MSEK and new borrowings of 9.0 MSEK. Net cash decreased by 2.0 MSEK in the period.

SHARE-BASED INCENTIVE PROGRAM

Ayima has an Enterprise Management Incentives (EMI) scheme. Any warrants or shares are held for the employees by the Ayima Employee Benefit Trust 2011 (EBT). 357 825 shares were owned by the EBT at 2021-12-31.

Of the 300 000 warrants issued as part of the staff incentive program in 2018, 272 547 were granted in 2018 and 23 085 were forfeit in the same year. A further 83 384 were forfeit during 2019 and during 2020 a further 30 421 share options were forfeit. In the year 2021 a further 8 918 options were forfeit (total 145 808). The remaining warrants vest over the next period to May 2022. An additional 82 180 warrants were granted to newly qualifying staff in May 2019. 9 387 of these were forfeit at the end of 2019 and during 2020 an additional 13 387 of these share options were forfeit. In 2021, 30 474 additional share options were forfeit (53 248 total). The remaining warrants will vest over the periods to May 2023. In June 2021 49 865 new share options were issued to newly qualifying staff, these will vest over the next four years to May 2025. In July 2021 further new share options were issued to qualifying staff in Canada, these shares will have accelerated vesting up to May 2022.

A provision for these shares has been made in Equity and the accrued cost of these share based payments from 2018-05-01 to 2021-12-31 has been recognised in the financial statements.

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD

The total annualised value of the client contracts signed during Q4 amounted to 18.1 MEK.

To date in 2022, additional contracts amounting to 10.25 MSEK annually have been announced.



MARKET TRENDS

In October Facebook announced numerous updates as part of the company's goal to improve performance and measurement for advertisers. Chief among them is the return of post-view conversions in the default measurement window for new campaigns. In the announcement post, the company's VP of marketing stated that this will uphold the commitment to privacy and tracking preferences, while still providing advertisers with the info they need.

With the launch of the new Google Analytics 360, the platform is now better equipped to handle the needs of big organisations with teams working in different countries. Google increased the number of custom dimensions and introduced user roles, which allows for great collaboration when sharing user segments to specific groups. The search giant also improved the intra-day reporting, making this an all-around win for marketers.

Google rolled out a core algorithm update in mid-November that, like other updates of its kind, will take a few weeks to fully shake out. On the winning side, you'll find reference materials sites, some news publishing platforms, and ecommerce sites. However, many news publishers saw a decline, and the same goes for some health and government sites.

Google's PageSpeed Insights got an upgrade this past month, and it's now much more intuitive and user-friendly than before. As noted by Google Engineering Manager Addy Osmani on Twitter, the goal was to make the tool easier to use so marketers can not only measure performance but improve on it thanks to "real-world and lab data."

As a way to conserve energy by using less computing power, Google is considering reducing the frequency of its webpage crawls. As noted by Search Engine Journal, the company's Search Relations team explained that it wants to "make crawling more sustainable by conserving computing resources." What this means for webmasters is that new content changes and webpage launches could take longer to be indexed, but Google's team insists that more crawling does not equate to better rankings.



RISKS AND UNCERTAINTIES

RISK MANAGEMENT OBJECTIVES AND POLICIES

Risks and uncertainties

The Group's material risks and uncertainties include market and business risk, political risk, operational risks and financial risks, climate change, and currency variance risks. Business and market risks may relate to greater customer exposure for specific sectors and companies as well as sensitivity to market conditions. Political risks relate to ongoing uncertainty in relation to Brexit. Operational risks include dependence on individuals, skills supply and intellectual property and meeting client's high standards. Financial risks mainly relate to foreign exchange and credit risks.

Brexit

Ayima Group currently has established local operations in various territories including the US, Canada and Sweden. In the main, each Ayima entity engages with clients on a local level only and does not export goods or services. Ayima's clients in Europe are mainly based outside of the EU, therefore there is limited impact on operations from Brexit related matters. There may also be some taxation treaty changes as new trade deals are signed between the UK and the US, Canada and the EU, however we also expect that this will have little to no effect on Ayima.

Ayima is constantly keeping abreast of all updates regarding Brexit and will be prepared should there be any need to change organisational structure in the future in order to adapt to the changing regulatory environment.

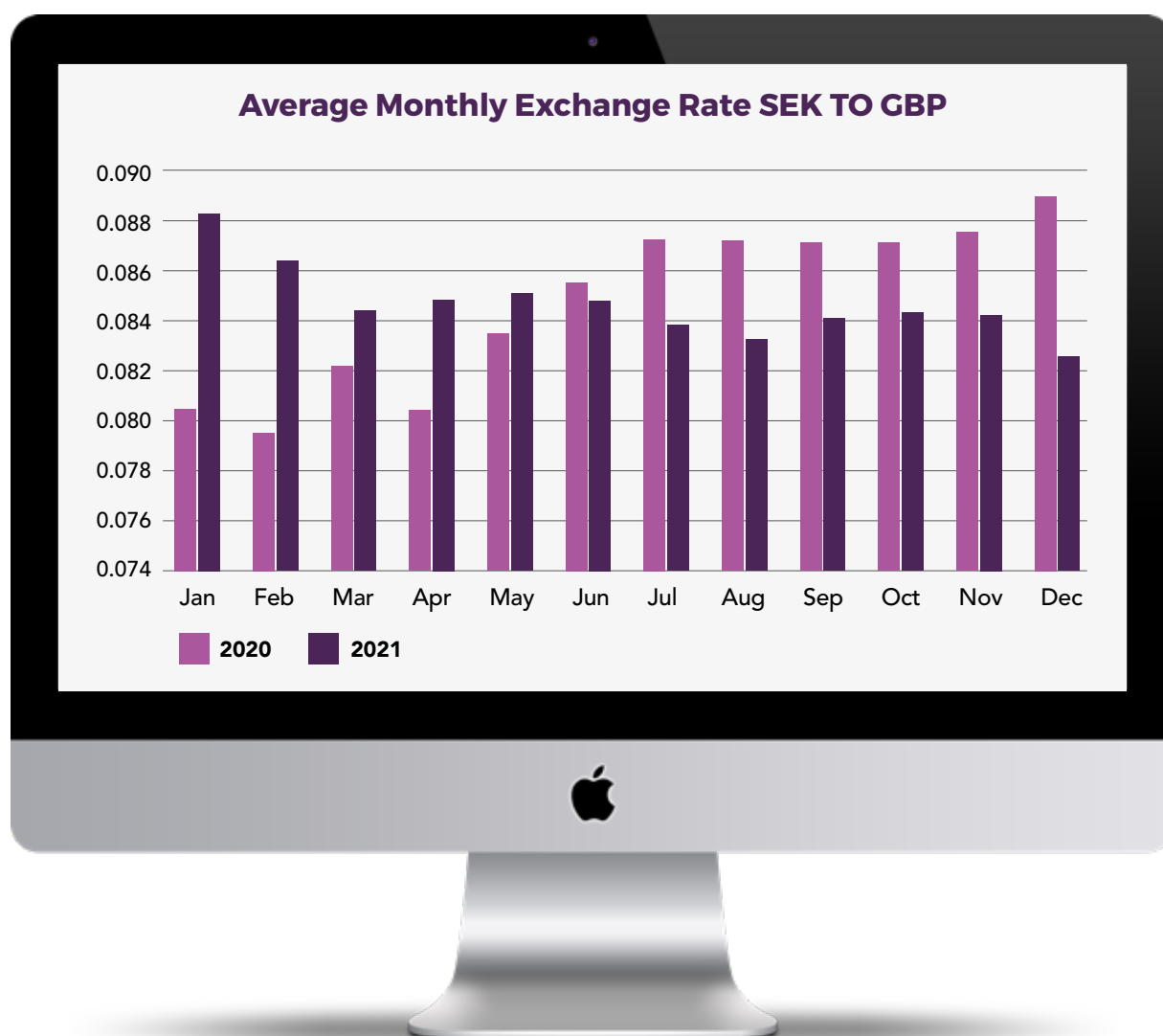
Credit risk

Credit risk is limited since Ayima only accepts creditworthy counterparties. Expected Credit Losses are nil for 2021.

Client risks

Client concentration: relying too much on one particular client, Ayima carefully monitors and reviews client % of revenues regularly to assess the status of each client and takes action if necessary. Ayima are considered to have a good spread of risks across companies and sectors.

Client losses: contracts are usually for a minimum of 12 months, renewals are automatic, and if necessary agreed well in advance of contract end dates, there are minimum notice periods in every contract. For any short term contracts or project based work, clients are required to pay 50% of the fees upfront.



*source: oanda.com average monthly rate Jan 2020 - Dec 2021

FX Variances

The fluctuation in the exchange rate has a material impact on Total Comprehensive Income when converting consolidated equity from GBP to SEK at each reporting date, the impact for Q4 2021 is a gain of 0.5 MSEK (-2.0 MSEK in Q4 2020). The impact for the year to date for 2021 is a gain of 6.0 MSEK. This adjustment is not related to operational performance and is merely due to accounting procedures for reporting in a single currency. Day to day operations in individual subsidiaries are not significantly impacted as revenue and costs are mainly in the same currency in each market. When trade takes place between the subsidiaries this can give rise to currency fluctuations as each subsidiary operates in the local currency in their respective territories.

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The impact for Q4 2021 is a gain of 0.5 MSEK



Staff

Ayima has around 186 FTEs or FTE equivalents globally. Through employee engagement initiatives and regular staff appraisals staff retention remains around 90%. Most staff continue to work remotely.

Since gaining the ISO 27001 certification in 2016 Ayima has more robust documentation protocols around processes and tasks which helps mitigate against the risk of losing knowledge if key staff leave. Along with staff training initiatives, Ayima has rolled out the employee share scheme. All of these initiatives will promote high staff retention, thereby mitigating operational risks.

Legislation

Operational risks are handled in a structured manner through well-established processes in line with ISO27001. Ayima Limited maintained its ISO 27001 certification in 2021 assuring clients and other external stakeholders of the highest standards of information control and security. Ayima continues to ensure its compliance with UK GDPR regulations and Data Protection Act of 2018.

COVID-19

Although 2020 saw some impact on Ayima from the Covid-19 pandemic, that impact was reasonably limited. Ayima's management team took swift and decisive action to mitigate the risks to the business and adjusted well to the new economic environment, meaning that the company was well placed to take advantage of new opportunities as they arose over the following periods of general market and sector recovery. Strong sales performance throughout the year has led to an increase in operating profit of over 4 MSEK in 2021.

Ayima's approach to the liquidity risks with regard to its clients is to work closely with them to ensure that payments are not unduly delayed, and to agree extended credit terms in exceptional circumstances. Cash collection remains within expectations with no (2020 - 0.5 MSEK) of bad debts written off in the period.

Climate change

Ayima operates within the digital marketing industry, as such the services that it provides to its clients relate to online services only and are not necessarily impacted by climate change. Nevertheless Ayima recognises that climate change is a risk that requires attention and consideration, not least in terms of what actions, if any, the company can take to mitigate its own impact on the environment, as well as the impact of its stakeholders both internally and externally. During 2021 Ayima undertook an independent review of its sustainability. This audit encompassed four aspects of the business: Environment, Labour & Human Rights, Ethics and Sustainable Procurement. The outcome of the audit was a silver medal in recognition of sustainability achievement. Ayima will seek to improve on this in the coming periods by strengthening its approach to sustainability across all areas of the business.

Since closing the London office in December 2020 all Ayima UK employees have been working remotely with access to shared working spaces when required. As a result Ayima UK has significantly reduced its own carbon footprint. Staff are encouraged to work remotely where possible, and on the occasions that they commute for meetings, to walk or cycle, or to use public transport.

When selecting suppliers to work with, Ayima will informally review their sustainability policies and give preference to suppliers with a stated policy and climate conscious approach to business.

To date there have not been any notifications from clients or other stakeholders that Ayima's sustainability will be a factor affecting their ongoing trading relationships

RELATED PARTY TRANSACTIONS

There are no related party transactions to report.

ACCOUNTING PRINCIPLES

Ayima Group 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. This year end report has not been reviewed by the company's auditors.

The consolidated financial statements incorporate the financial statements of the Company and entities controlled by the Company (its subsidiary undertakings). Where necessary, adjustments are made to the financial statements of the subsidiaries to bring their accounting policies in line with the Group. All intra-Group transactions, balances, income and expenses are eliminated on consolidation.



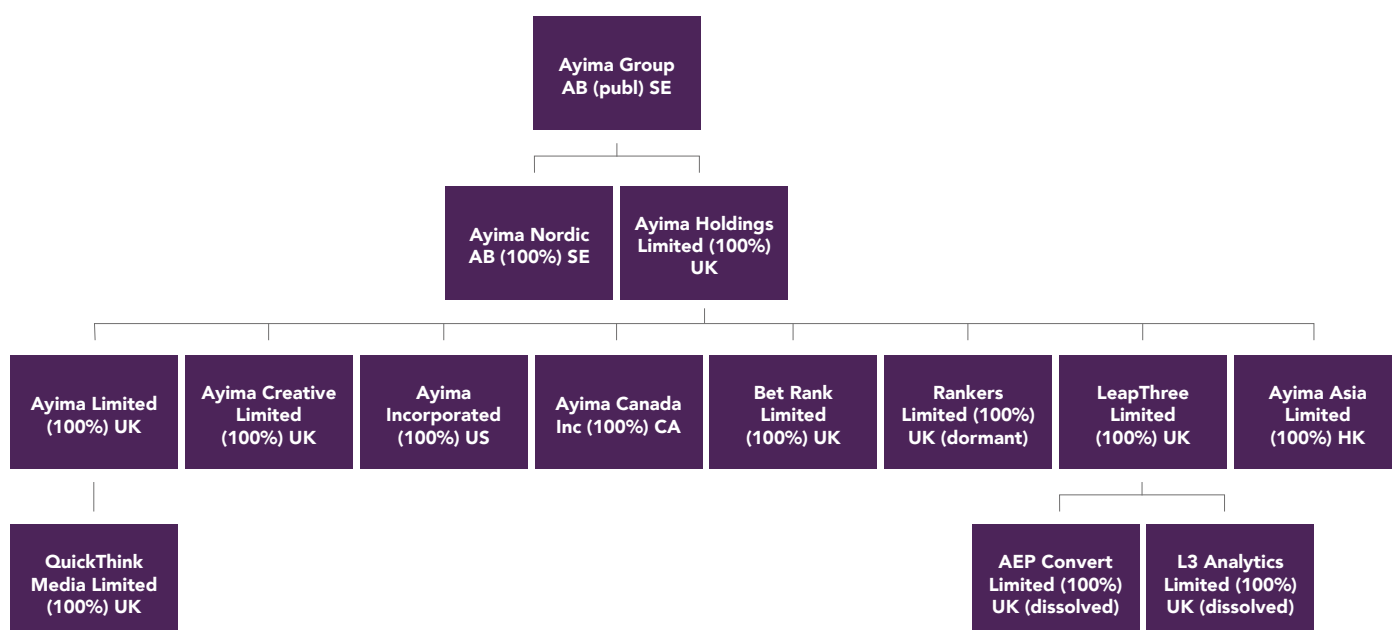


ABOUT AYIMA

The group was formed by acquiring the subsidiaries' 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. Ayima Holdings registered a new, wholly owned subsidiary, Bet Rank

Ltd at Companies House on 2018-06-25. Ayima completed the acquisition of LeapThree Limited on 2018-09-17, this acquisition was completed through the issue of 26 800 A shares and 784 662 B Shares along with payment to the sellers of cash consideration of GBP 400K (SEK 4.9M approx). Two dormant subsidiaries owned by LeapThree were voluntarily dissolved during Q4 2021. During Q2 2019 Ayima Holdings Limited registered a new subsidiary company in Hong Kong, Ayima Asia.

THE REVISED GROUP CHART IS AS FOLLOWS:



FINANCIAL OBJECTIVES

Ayima's management team made significant progress towards achieving profitability and future stability for the company throughout 2021. Looking ahead they will seek to build on this progress and continue to deliver results for Ayima's shareholders.

NUMBER OF SHARES, SHARE CAPITAL AND EARNINGS PER SHARE

At the end of the period, the company had 7 393 672 shares (A 226 800 B 7 166 872). The share capital was 7 393 672 SEK. Earnings per share for the quarter amounted to 0.13 SEK (1.08). Price per share at closing at the end of the period (2021-12-30) was 12.3 SEK. The number of outstanding options granted to staff was 233 083. Earnings per share after dilution amounted to 0.13 SEK (1.08).

Shareholding at 2021-12-31	No A Shares	No B Shares	Control %	Capital %
Timothy Webb	66,667	870,837	16.3%	12.7%
Michael Jacobson	66,666	800,032	15.5%	11.7%
Michael Nott	66,667	815,047	15.7%	11.9%
Aktiebolaget NeviSWE		795,400	8.4%	10.8%
Michael Feiner	15,000	390,731	5.7%	5.5%
Avanza Pension, Forsakringsaktiebolaget		390,489	4.1%	5.3%
Ayima Employee Trust		357,825	3.8%	4.8%
Jesper Bjerregaard		148,895	1.6%	2.0%
Peter O'Neill	11,800	76,539	2.1%	1.2%
Nordnet Pensionsforsakring AB		73,529	0.8%	1.0%
Others		2,401,867	25.9%	33.1%
Total	226,800	7,166,872	100%	100%

FURTHER REPORTS

2021 Annual Report

- 2022-03-25

Q1 2022 Interim Report

- 2022-05-25

Q2 2022 Interim Report

- 2022-08-25

Q3 2022 Interim Report

- 2022-11-24



CONSOLIDATED FINANCIAL STATEMENTS

SUMMARY CONSOLIDATED INCOME STATEMENT

	OCT - DEC 2021	OCT - DEC 2020	JAN - DEC 2021	JAN - DEC 2020
MSEK				
Operating revenue				
Revenue	40.3	34.9	160.5	127.0
Other income	3.1	12.9	3.1	12.9
TOTAL REVENUE	43.4	47.9	163.6	139.9
Direct expenses				
Direct expenses	-20.4	-18.4	-77.8	-49.5
GROSS PROFIT	23.0	29.5	85.8	90.4
Operating expenses				
Personnel costs	-16.5	-12.4	-58.5	-60.0
Other operating expenses	-3.5	-3.8	-9.9	-13.7
OPERATING EXPENSES	-20.0	-16.3	-68.4	-73.7
EBITDA	3.1	13.2	17.4	16.7
Depreciation & Amortisation and write downs of tangible and intangible fixed assets	-2.2	-5.8	-8.3	-12.0
Exceptional Items	-0.2	0.7	-0.3	0.1
OPERATING PROFIT	0.7	8.1	8.8	4.7
FX gains/losses	-0.5	1.2	-2.2	1.3
Interest paid/received	-0.5	-0.9	-1.5	-3.1
Gain on debt extinguished (PPP Loan forgiveness)	0.1	0.0	3.5	0.0
Financing Costs	-0.1	-0.1	-0.6	-0.4
R&D Tax Credit	0.6	0.6	0.6	0.5
Deferred tax	0.2	1.0	0.2	1.0
PROFIT AFTER TAX	0.5	9.9	8.9	4.0

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	OCT - DEC 2021	OCT - DEC 2020	JAN - DEC 2021	JAN - DEC 2020
PROFIT AFTER TAX	0.5	9.9	8.9	4.0
Items that could be reclassified to earnings				
Exchange rate differences*	0.5	-2.0	6.0	-5.6
TOTAL COMPREHENSIVE INCOME	1.0	8.0	14.8	-1.5
Result for the period attributable to the parent company's shareholders:	1.0	8.0	14.8	-1.5
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	0.13	1.08	2.01	-0.20
EARNINGS PER SHARE - AFTER DILUTION (SEK)	0.13	1.08	2.01	-0.20

*The fluctuation in the GBP to SEK exchange rate has a material impact on Total Comprehensive Income when converting Balance Sheet equity from GBP to SEK at each reporting period end.

SUMMARY CONSOLIDATED BALANCE SHEET AT 31 DECEMBER 2021

	31 DEC 2021	31 DEC 2020
MSEK		
ASSETS		
<i>Fixed assets</i>		
<i>Intangible assets</i>		
Goodwill	41.6	38.2
Other Intangible fixed assets	26.0	28.1
Total intangible fixed assets	67.6	66.3
<i>Tangible fixed assets</i>		
Property, plant and equipment	0.7	0.5
Total tangible fixed assets	0.7	0.5
<i>Financial assets</i>		
Shares in associated companies	0.0	0.0
Right of Use Assets	8.5	7.9
Deferred Tax	6.7	6.1
Total financial assets	15.1	14.0
Total fixed assets	83.5	80.9
<i>Current assets</i>		
Accounts receivable	18.3	17.6
Other receivables	5.1	4.0
Prepayments and accrued income	1.2	2.0
Total other current assets	24.7	23.6
<i>Cash and bank balances</i>	6.1	7.6
Total current assets	30.8	31.2
TOTAL ASSETS	114.3	112.1
EQUITY AND LIABILITIES		
<i>Equity</i>		
Share capital	-7.4	-7.4
Other contributed equity	-48.7	-44.1
Other equity incl. profit for the year	-13.5	-2.9
Total equity	-69.6	-54.3
<i>Long-term liabilities</i>		
Other Provisions	-1.4	-1.4
Lease Liabilities	-6.9	-6.3
Other liabilities	-10.7	-9.6
Total long-term liabilities	-18.9	-17.4
<i>Current liabilities</i>		
Accounts payable	-10.5	-11.5
Invoice Discounting Loan	-1.7	-2.9
Current tax liabilities	0.0	0.0
Current Lease Liabilities	-2.5	-2.3
Other current liabilities	-5.0	-16.3
Accrued expenses and prepaid income	-6.0	-7.4
Total current liabilities	-25.8	-40.4
TOTAL EQUITY AND LIABILITIES	-114.3	-112.1

CONSOLIDATED CASH FLOW STATEMENT (SUMMARY)

JAN - JAN -
DEC DEC
2021 2020

The ongoing business

Operating profit	8.8	4.7
Adjusted revenue		
<i>Adjustments for items not included in cash flow</i>		
Depreciation and write-downs	8.3	12.0
Exchange losses	0.0	0.0
Other non-cash items	-3.9	-11.2
	13.2	5.5
Financial items	-1.3	-0.7
Paid income tax	0.5	2.4

Cash flow from operating activities before changes in working capital

12.4 7.2

Changes in working capital

Change in receivables	1.1	4.6
Change in current liabilities	-13.7	-1.2

Cash flow from current operations

-0.1 10.6

Investing activities

Acquisition of intangible fixed assets	-1.3	-2.2
Acquisition of tangible fixed assets	-0.5	2.3
Acquisition of financial fixed assets	0.0	0.0
Sales of financial fixed assets	0.0	0.0

Cash flow from investing activities

-1.8 0.2

Financing activities

Rights issue	0.0	0.0
Issuing Costs	0.0	-0.1
Borrowings	9.0	6.7
Repayments including Lease payments	-9.1	-14.8

Cash flow from financing activities

-0.1 -8.1

Cash flow for the period

-2.0 2.7

Cash and cash equivalents at the beginning of the period

7.6 5.5

Exchange rate differences at the end of the period

0.5 -0.6

LIQUID FUNDS AT THE END OF THE PERIOD

6.1 7.6

31 31
DEC DEC
2021 2020

SUMMARY STATEMENT OF CHANGES IN EQUITY

MSEK

Opening Balance	54.3	53.6
Issue of shares	0.4	2.3
Reverse acquisition	0.0	0.0
Other	0.0	0.0
Total Comprehensive Income	14.8	-1.5
Closing Balance	69.6	54.3

PARENT COMPANY FINANCIAL STATEMENTS

PARENT COMPANY INCOME STATEMENT

	OCT - DEC 2021	OCT - DEC 2020	JAN - DEC 2021	JAN - DEC 2020
MSEK				
<i>Operating income</i>				
Revenue	0.0	0.0	0.0	0.0
Other operating income	1.4	1.6	3.6	2.1
TOTAL INCOME	1.4	1.6	3.6	2.1
<i>Operating expenses</i>				
Personnel Costs	-0.4	0.0	-1.2	0.0
Other operating expenses	-0.7	0.1	-1.4	-0.7
TOTAL OPERATING EXPENSES	-1.0	0.1	-2.6	-0.7
EBITDA*	0.3	1.6	1.0	1.4
Financial items	-0.6	1.4	-1.2	0.0
Result from participation in group companies	4.9	9.6	4.9	9.6
PROFIT BEFORE TAX	4.6	12.6	4.7	11.0
Current tax	0.0	0.0	0.0	0.0
PROFIT AFTER TAX	4.6	12.6	4.7	11.0

OTHER COMPREHENSIVE INCOME

<i>Items that could be reclassified to earnings</i>				
Exchange rate differences	0.0	0.0	0.0	0.0
TOTAL COMPREHENSIVE INCOME	4.6	12.6	4.7	11.0
<i>Total profit for the period attributable to the parent company's shareholders:</i>				
Parent Company shareholders	4.6	12.6	4.7	11.0
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	0.6	1.7	0.6	1.5
EARNINGS PER SHARE - AFTER DILUTION (SEK)	0.6	1.7	0.6	1.5

PARENT COMPANY BALANCE SHEET (SUMMARY) AT 31 DECEMBER 2021

	31 DEC 2021	31 DEC 2020
MSEK		
ASSETS		
Fixed assets		
<i>Financial assets</i>		
Shares in subsidiaries	7.8	7.4
Total financial assets	7.8	7.4
Total fixed assets	7.8	7.4
Current assets		
Receivables	72.9	67.5
Total other current assets	72.9	67.5
<i>Cash and bank balances</i>	0.6	0.6
Total current assets	73.5	68.0
TOTAL ASSETS	81.3	75.4
EQUITY AND LIABILITIES		
Equity		
Share capital A shares	-0.2	-0.2
Share capital B shares	-7.2	-7.2
Share premium	-46.9	-46.5
Share issue costs	0.0	0.0
Other equity incl. profit for the year	-18.3	-13.6
Total equity	-72.6	-67.5
<i>Long-term liabilities</i>		
Other liabilities	-8.1	-4.5
Total long-term liabilities	-8.1	-4.5
<i>Current liabilities</i>		
Other liabilities	-0.6	-3.4
Total current liabilities	-0.6	-3.4
TOTAL EQUITY AND LIABILITIES	-81.3	-75.4

PARENT COMPANY CASH FLOW ANALYSIS (SUMMARY)

	JAN - DEC 2021	JAN - DEC 2020
The ongoing business		
Operating profit	1.0	1.4
Adjusted revenue		
Financial items	-0.8	-0.1
Cash flow from operating activities before changes in working capital	0.2	1.3
Changes in working capital		
Change in receivables	-5.4	2.7
Change in current liabilities	0.0	-0.3
Cash flow from current operations	-5.2	3.7
<i>Investing activities</i>		
Acquisition of financial fixed assets	0.0	0.0
Sales of financial fixed assets	0.0	0.0
Cash flow from investing activities	0.0	0.0
<i>Financing activities</i>		
Rights issue	0.0	0.0
Issuing Costs	0.0	0.0
Borrowings	5.2	-3.3
Cash flow from financing activities	5.2	-3.3
Cash flow for the period	0.1	0.4
Cash and cash equivalents at the beginning of the year	0.6	0.2
LIQUID FUNDS AT THE END OF THE PERIOD	0.6	0.6

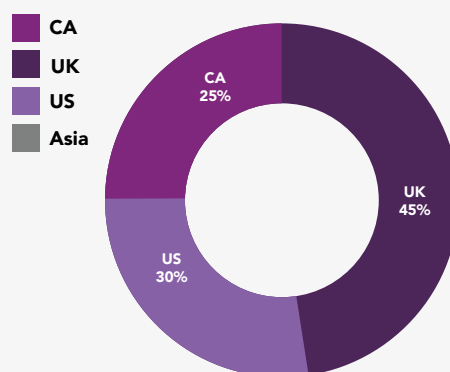


REVENUE BY MARKET AND SERVICE

The US and Canada generated 88.6 MSEK (71.8) of total revenue in 2021, an increase of 23% over the same period last year. These territories combined now account for approximately 55% of total revenue, with the US making up 30% and Canada 25%.

In the UK, total income for the year amounted to 71.7 MSEK (55.0), an increase of 30% year on year. Ayima's UK team has had some significant new business wins in recent months which are now flowing through to the financial results. The UK is responsible for 45% of total revenue and remains the largest operation within the group.

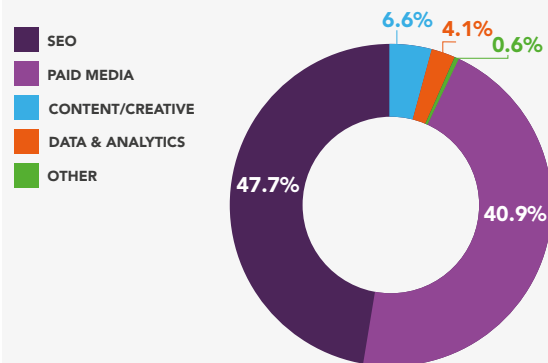
REVENUE BY OPERATION 2021



REVENUE BY MARKET, MSEK

REVENUE	Oct - Dec 2021	Oct - Dec 2020	Jan - Dec 2021	Jan - Dec 2020
GB	11.5	13.9	71.7	55.0
US & CA	28.7	21.0	88.6	71.8
ROW	0.1	0.0	0.3	0.2
TOTAL OPERATING REVENUE	40.3	34.9	160.5	127.0

REVENUE BY SERVICE 2021



A total of 76.6 MSEK (69.8) of operating revenue for the period was generated by SEO. Share of revenue increased as expected in Q4 as new contracts kicked off in the period.

Revenue from Paid Media services accounted for 65.7 MSEK (39.1). The share of revenue for paid media reduced as expected in Q4 as some client flagship campaigns came to an end.

Content/Creative accounted for 10.6 MSEK (9.5) of revenue in 2021. These services have grown alongside SEO revenues during the year.

Data & Analytics accounted for 6.6 MSEK (8.4) of operating revenue for the period.

REVENUE BY SERVICE, MSEK

INCOME	Oct - Dec 2021	Oct - Dec 2020	Jan - Dec 2021	Jan - Dec 2020
SEO	20.7	15.5	76.6	69.8
PAID MEDIA	15.7	13.9	65.7	39.1
CONTENT/CREATIVE	2.5	4.0	10.6	9.5
DATA & ANALYTICS	1.4	1.6	6.6	8.4
OTHER SERVICES	0.0	0.0	1.0	0.2
TOTAL OPERATING REVENUE	40.3	34.9	160.5	127.0

GLOSSARY

INVOICE DISCOUNTING

Invoice discounting is the practice of using a company's unpaid accounts receivable as collateral for a loan, which is issued by a finance company. The amount of debt issued by the finance company is less than the total amount of outstanding receivables (typically 80% of all invoices less than 90 days old).

EBITDA

EBITDA is stated as operating profit before exceptional items, Interest, Tax, Depreciation and Amortisation.

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 2021-12-31 there are 233 083 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.

CONTACT

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CEO Mike Jacobson

+44 (0) 20 7148 5974

[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 February 24 2022 (2022-02-24).

BOARD

Michael Jacobson

Member & CEO

Michael Nott

Member & Chairman

Bjorn Mannerqvist

Member

Timothy Webb

Member

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





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