

# AYIMA

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## AYIMA GROUP AB (PUBL) INTERIM REPORT

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JANUARY - SEPTEMBER 2022



# Highlights

## Q3 Jul - Sep 2022

- Total Revenue amounted to 37.7 MSEK (42.9), a decrease of 12% from the corresponding period in 2021
- Gross Profit amounted to 22.2 MSEK (21.9), an increase of 2% from the corresponding period in 2021
- Gross Margin for the quarter increased from 51% in 2021 to 59% in 2022
- Operating costs amounted to 20.5 MSEK (17.2), an increase of 19% from the corresponding period last year
- A positive EBITDA result of 1.7 MSEK (4.7)
- EBITDA margin was 4% (11%)
- Net Profit after tax for the period was -2.1 MSEK (1.5)

## YTD: Jan - Sep 2022

- Total Revenue amounted to 110.9 MSEK (120.2), a decrease of 8% from the corresponding period in 2021
- Gross Profit amounted to 64.5 MSEK (62.8), an increase of 3% from the corresponding period in 2021
- Operating costs amounted to 59.3 MSEK (48.4), an increase of 23% from the corresponding period last year
- A positive EBITDA result of 5.2 MSEK (14.4)
- EBITDA margin decreased to 5% (12%)
- Net Profit after tax for the period was -4.6 MSEK (8.4)

## YTD: Jan - Sep 2022

- During Q3, Ayima won 36 new business contracts, comprising approximately 23.1 MSEK in annualised revenue. These new contracts include new projects or increased scope for some existing clients as well as entirely new clients.



# A MESSAGE FROM THE CEO

## Dear Shareholders and Investors

While recent events on the world stage in terms of politics and the economy have been tumultuous, it has been largely business as usual for Ayima Group.

Similar to the previous quarter, we are down slightly from the previous year on Gross Revenue, but conversely performing slightly better in terms of Gross Profit, which is a more important measure. This is due to changes in the product mix, with growth in higher margin services, but a reduction in lower margin services such as Paid Media, which are more volatile and easier for clients to reduce at short notice in response to world events. The results continue to be hit by the sudden unforeseen increase in operational costs, mostly due to rising salaries and office rents in the US. Despite this, we remain EBITDA positive and foresee a return to clear net profit in the very near future.

Although the quarterly results are broadly in line with the previous quarter, we have a few bright marks to be optimistic about. New Business acquisition has been positive, with an increase in new contracts signed and a very healthy increase in New Business leads, indicating a strong demand for our services. We are still encountering delays in the procurement processes for larger contracts, but it does augur well for a return to strong revenue growth in the near future.

On the cost side, we have begun implementing a cost-cutting program that will involve the consolidation of our North American operations under one organisation, based in Vancouver, but operationally covering both the West and East coast of the US. The resulting cost-savings will be significant in terms of office costs and administration, but will take some time to be realised. We also expect the new structure to be more operationally efficient and provide a better and more responsive service to our clients. We expect the benefits in terms of lower costs to flow to the P&L in Q1 of 2023.

Overall it has been a fairly uneventful period for the company in terms of its results, however we continue to be well placed for a strong return to growth and profit in 2023.

Yours Sincerely

**Mike Jacobson**  
CEO



*New Business acquisition has been positive, with an increase in new contracts signed and a very healthy increase in New Business leads, indicating a strong demand for our services.*





## OPERATIONS

### REVENUE and EBITDA BY QUARTER AND YTD MSEK

	Jul - Sep 2022	Jul - Sep 2021	Jan - Sep 2022	Jan -Sep 2021	Jan - Dec 2021
REVENUE	37.7	42.9	110.9	120.2	163.6
GROSS PROFIT	22.2	21.9	64.5	62.8	85.8
Operating Expenses	-20.5	-17.2	-59.3	-48.4	-68.4
EBITDA	1.7	4.7	5.2	14.4	17.4

## FINANCIAL POSITION AND LIQUIDITY

Liquid assets at the end of the period amounted to 21.5 MSEK (30.1). Cash and cash equivalents amounted to 3.8 MSEK (9.0) and accounts receivable 17.7 MSEK (21.0). 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 65.6 MSEK, including issued share capital of 7.4 MSEK. Equity ratio was 60 (59) percent.

## CASH FLOW

Cash flow from operating activities before changes in working capital amounted to 3.1 MSEK. The change in working capital was -3.2 MSEK. Investments in tangible and intangible fixed assets amounted to -1.3 MSEK during the period. Cash flow from financing activities amounted to -1.0 MSEK due to debt repayments including lease payments of -4.7 MSEK and an increase in invoice discounting of 3.7 MSEK. Net cash decreased by -2.3 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 2022-09-30.

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. To date in 2022 a further 16 897 warrants were forfeited (total 162 705). The remaining warrants vested fully in 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. So far in 2022 a further 2 000 share options were forfeit (55 248 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. To date in 2022 a total of 26 910 of these were forfeit. The remaining options vest over the coming years to May 2025. In July 2021 further new share options were issued to qualifying staff in Canada, these shares had accelerated vesting up to May 2022.



## **SHARE-BASED INCENTIVE PROGRAM** - Continued

A provision for these shares has been made in Equity and the accrued cost of these share based payments from 2018-05-01 to 2022-09-30 has been recognised in the financial statements.

## **SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD**

During Q3, Ayima won 36 new business contracts, comprising approximately 23.1 MSEK in annualised revenue. These new contracts include new projects or increased scope for some existing clients as well as entirely new clients. The new wins include a global leader in dietary products, a leading US-based commercial bank, a UK-based erotic toys website and a Canadian Investment bank.

The vast majority of the new business is recurring, based on Ayima's standard 12-month rolling contracts.





## MARKET TRENDS

Denmark became the fourth EU country to rule the use of Google Analytics as “illegal” following the lead of France, Austria and Italy. Denmark’s data protection agency, Datatilsynet, cited a lack of safeguards relating to data collection as the reason. The agency’s advice is to either implement additional safeguards or stop using Google Analytics.

Over the summer, Instagram announced that it was opening its creator marketplace to US businesses on an invite-only basis. The goal was to allow brands to pair up with creators to build partnerships and launch campaigns together. And as of mid-September, the program expanded. US businesses can now put in a request to join Instagram’s creator marketplace, and this can be done directly through the platform’s portal.

In September, Google released its second Core Update of the year, and it took a full two weeks to roll out. Interestingly enough, it launched on 12 September, which was a mere three days after the completion of a previous update (the Helpful Content Update).

Businesses that received a boost in numbers during the COVID-19 pandemic may finally be reaching a point where their year-over-year comparisons are no longer favourable. The potential decline is only exacerbated by current world events that are well beyond anyone’s control. To that end, regardless of how businesses fared during COVID, it’s important to remember to keep external factors in mind when reviewing performance.



## RISKS AND UNCERTAINTIES

### RISK MANAGEMENT OBJECTIVES AND POLICIES

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 uncertainty in relation to Brexit and the war in Ukraine. 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. While Ayima UK is not immune to the effects of Brexit on the UK economy, so far Brexit has had little to no effect on Ayima directly.

Ayima is prepared should there be any need to change organisational structure in the future in order to adapt to any further changes to the regulatory environment.

#### Credit risk

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

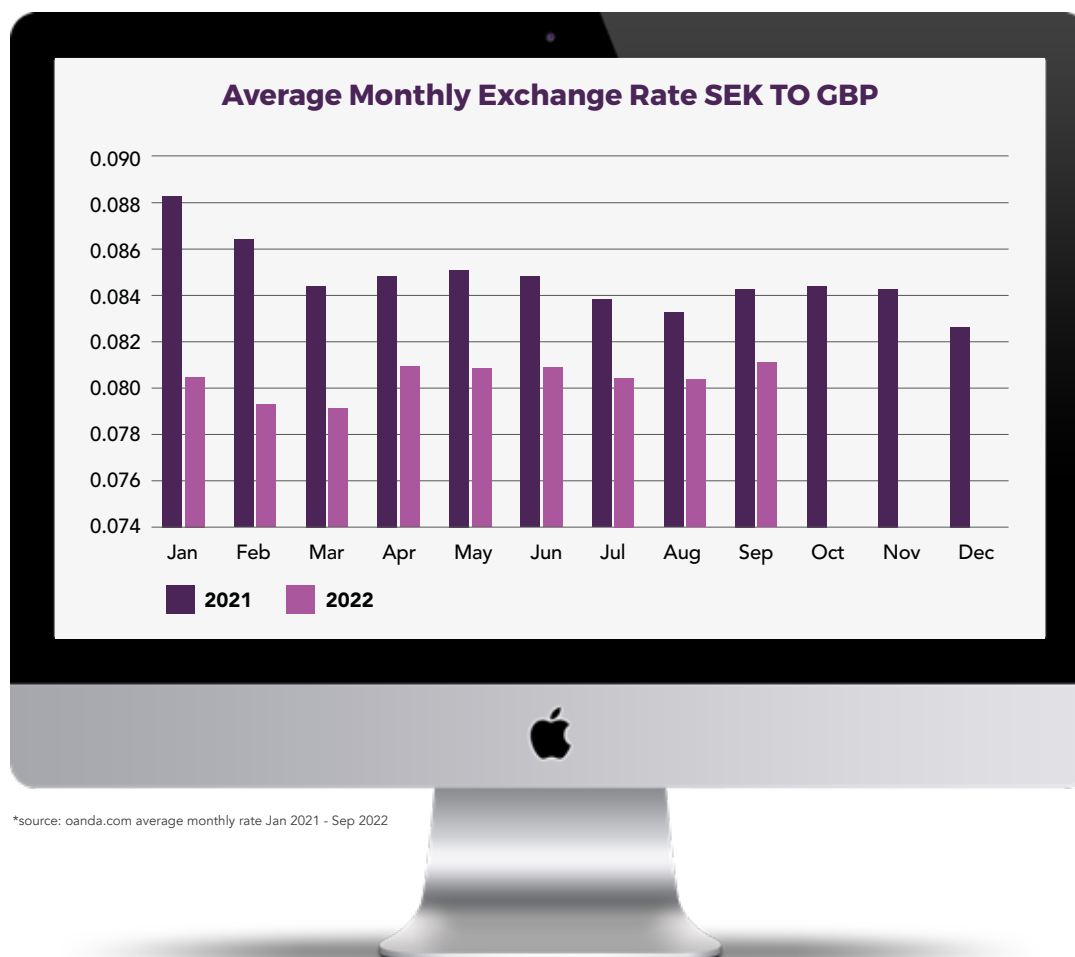
#### Client risks

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.

## 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 Q3 2022 is 0.1 MSEK (1.1 MSEK in Q3 2021). 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.



## 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 ISO 27001. 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.

## World events

Although Ayima saw a reasonably limited impact from Covid 19 on its operations, the longer term additional effects on the global economy of increased uncertainty and pressure on supply chains has seen inflation and the cost of living increase at a faster rate than expected. The ongoing war in Ukraine and recent lockdowns in China are pushing prices up and increasing pressure on supply chains and further increasing inflation across the world. Political and economic instability in the UK also has an impact on Ayima's operations. Ayima's management team carefully monitors these events and continuously assesses the potential impact on Ayima.



## **RISKS AND UNCERTAINTIES** - Continued

### **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. Ayima's management team has built climate consideration into its approach to doing business with customers and suppliers, as well as engaging staff in environmentally friendly practices such as working from home and limiting business travel.

## **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 interim 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.

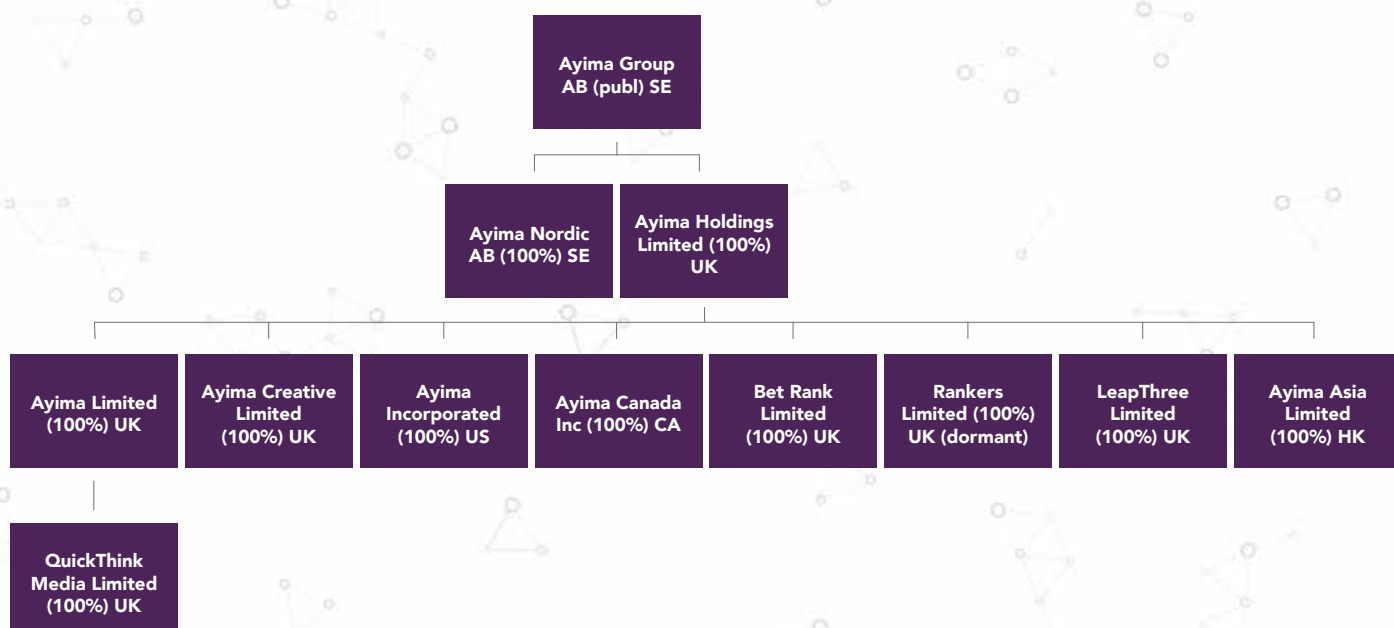


## ABOUT AYIMA

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 and have been removed from the org chart. 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

While the new business pipeline is improving, Ayima still sees a general lack of confidence in the sectors it operates in, indicating worry about the global financial situation. This is resulting in delays to project commencements and contracts, and reduced budgets or paused projects from existing clients. As such, Ayima is implementing cost savings across the operation in order to increase profitability in the short term.

## 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 -0.28 SEK (0.34). Price per share at closing at the end of the period (2022-09-30) was 3.79 SEK. The number of outstanding options granted to staff was 187 276. Earnings per share after dilution amounted to -0.28 SEK (0.34).

Shareholding at 2022-09-30	No A Shares	No B Shares	Control %	Capital %
Timothy Webb	66,667	870,837	16.3%	12.7%
Michael Jacobson	66,666	810,097	15.7%	11.9%
Michael Nott	66,667	815,047	15.7%	11.9%
Nanocap Group S AB		795,400	8.4%	10.8%
Michael Feiner	15,000	390,731	5.7%	5.5%
Avanza Pension, Forsakringsaktiebolaget		345,169	3.7%	4.7%
Ayima Employee Trust		357,825	3.8%	4.8%
Jesper Bjerregaard		191,602	2.0%	2.6%
Jens Soderlund		85,853	0.9%	1.2%
Peter O'Neill	11,800	76,539	2.1%	1.2%
Others		2,427,772	25.7%	32.8%
<b>Total</b>	<b>226,800</b>	<b>7,166,872</b>	<b>100%</b>	<b>100%</b>

## FURTHER REPORTS & IMPORTANT DATES

**2023-02-23**     **Q4 2022 Year End Report**

**2023-03-24**     **Annual Report 2022**



# CONSOLIDATED FINANCIAL STATEMENTS

## SUMMARY CONSOLIDATED INCOME STATEMENT

	JUL - SEP 2022	JUL - SEP 2021	JAN - SEP 2022	JAN - SEP 2021	JAN - DEC 2021
<b>MSEK</b>					
Operating revenue					
Revenue	37.7	42.9	110.9	120.2	160.5
Other income	0.0	0.0	0.0	0.0	3.1
<b>TOTAL REVENUE</b>	<b>37.7</b>	<b>42.9</b>	<b>110.9</b>	<b>120.2</b>	<b>163.6</b>
Direct expenses					
Direct expenses	-15.5	-21.0	-46.4	-57.4	-77.8
<b>GROSS PROFIT</b>	<b>22.2</b>	<b>21.9</b>	<b>64.5</b>	<b>62.8</b>	<b>85.8</b>
Operating expenses					
Personnel costs	-17.6	-14.7	-50.8	-42.0	-58.5
Other operating expenses	-3.0	-2.5	-8.6	-6.4	-9.9
<b>OPERATING EXPENSES</b>	<b>-20.5</b>	<b>-17.2</b>	<b>-59.3</b>	<b>-48.4</b>	<b>-68.4</b>
<b>EBITDA</b>	<b>1.7</b>	<b>4.7</b>	<b>5.2</b>	<b>14.4</b>	<b>17.4</b>
Depreciation & Amortisation and write downs of tangible and intangible fixed assets	-2.2	-2.0	-6.6	-6.1	-8.3
Exceptional Items	0.2	-0.1	0.3	-0.1	-0.3
<b>OPERATING PROFIT</b>	<b>-0.3</b>	<b>2.5</b>	<b>-1.1</b>	<b>8.1</b>	<b>8.8</b>
FX gains/losses	-1.2	-0.4	-1.7	-1.6	-2.2
Interest paid/received	-0.4	-0.5	-1.4	-1.0	-1.5
Gain on debt extinguished (PPP Loan forgiveness)	0.0	0.0	0.0	3.5	3.5
Financing Costs	-0.2	-0.1	-0.4	-0.5	-0.6
R&D Tax Credit	0.0	0.0	0.0	-0.1	0.6
Deferred tax	0.0	0.0	0.0	0.0	0.2
<b>PROFIT AFTER TAX</b>	<b>-2.1</b>	<b>1.5</b>	<b>-4.6</b>	<b>8.4</b>	<b>8.9</b>

## CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	JUL - SEP 2022	JUL - SEP 2021	JAN - SEP 2022	JAN - SEP 2021	JAN - DEC 2021
<b>PROFIT AFTER TAX</b>	<b>-2.1</b>	<b>1.5</b>	<b>-4.6</b>	<b>8.4</b>	<b>8.9</b>
Items that could be reclassified to earnings					
Exchange rate differences*	0.1	1.1	0.8	5.5	6.0
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>-2.1</b>	<b>2.5</b>	<b>-3.7</b>	<b>13.9</b>	<b>14.8</b>
Result for the period attributable to the parent company's shareholders:	-2.1	2.5	-3.7	13.9	14.8
<b>EARNINGS PER SHARE - BEFORE DILUTION (SEK)</b>	<b>-0.28</b>	<b>0.34</b>	<b>-0.50</b>	<b>1.87</b>	<b>2.01</b>
<b>EARNINGS PER SHARE - AFTER DILUTION (SEK)</b>	<b>-0.28</b>	<b>0.34</b>	<b>-0.50</b>	<b>1.87</b>	<b>2.01</b>

\*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 30 SEPTEMBER 2022

	30 SEP 2022	30 SEP 2021	31 DEC 2021
<b>MSEK</b>			
<b>ASSETS</b>			
<i>Fixed assets</i>			
<i>Intangible assets</i>			
Goodwill	42.1	40.2	41.6
Other Intangible fixed assets	22.7	26.9	26.0
<b>Total intangible fixed assets</b>	<b>64.8</b>	<b>67.1</b>	<b>67.6</b>
<i>Tangible fixed assets</i>			
Property, plant and equipment	0.9	0.6	0.7
<b>Total tangible fixed assets</b>	<b>0.9</b>	<b>0.6</b>	<b>0.7</b>
<i>Financial assets</i>			
Shares in associated companies	0.0	0.0	0.0
Right of Use Assets	8.2	6.6	8.5
Deferred Tax	6.7	6.4	6.7
<b>Total financial assets</b>	<b>15.0</b>	<b>13.0</b>	<b>15.1</b>
<b>Total fixed assets</b>	<b>80.7</b>	<b>80.7</b>	<b>83.5</b>
<i>Current assets</i>			
Accounts receivable	17.7	21.0	18.3
Other receivables	5.0	3.4	5.1
Prepayments and accrued income	1.3	2.4	1.2
<b>Total other current assets</b>	<b>24.0</b>	<b>26.8</b>	<b>24.7</b>
<i>Cash and bank balances</i>	3.8	9.0	6.1
<b>Total current assets</b>	<b>27.8</b>	<b>35.8</b>	<b>30.8</b>
<b>TOTAL ASSETS</b>	<b>108.5</b>	<b>116.6</b>	<b>114.3</b>
<b>EQUITY AND LIABILITIES</b>			
<i>Equity</i>			
Share capital	-7.4	-7.4	-7.4
Other contributed equity	-57.2	-48.5	-48.7
Other equity incl. profit for the year	-1.0	-12.5	-13.5
<b>Total equity</b>	<b>-65.6</b>	<b>-68.4</b>	<b>-69.6</b>
<i>Long-term liabilities</i>			
Other Provisions	-1.4	-1.5	-1.4
Lease Liabilities	-4.5	-6.3	-6.9
Other liabilities	-8.4	-15.1	-10.7
<b>Total long-term liabilities</b>	<b>-14.3</b>	<b>-22.9</b>	<b>-18.9</b>
<i>Current liabilities</i>			
Accounts payable	-8.1	-10.9	-10.5
Invoice Discounting Loan	-5.1	-3.2	-1.7
Current tax liabilities	0.0	0.0	0.0
Current Lease Liabilities	-5.1	-1.2	-2.5
Other current liabilities	-4.5	-4.1	-5.0
Accrued expenses and prepaid income	-5.9	-5.9	-6.0
<b>Total current liabilities</b>	<b>-28.6</b>	<b>-25.2</b>	<b>-25.8</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>-108.5</b>	<b>-116.6</b>	<b>-114.3</b>

## CONSOLIDATED CASH FLOW STATEMENT (SUMMARY)

	JAN - SEP 2022	JAN - SEP 2021	JAN - DEC 2021
<b>The ongoing business</b>			
Operating profit	-1.1	8.1	8.8
Adjusted revenue			
<i>Adjustments for items not included in cash flow</i>			
Depreciation and write-downs	6.6	6.1	8.3
Exchange losses	0.0	0.0	0.0
Other non-cash items	-1.9	4.5	-3.9
	<b>3.5</b>	<b>18.7</b>	<b>13.2</b>
Financial items	-1.1	-1.5	-1.3
Paid income tax	0.7	0.5	0.5
	<b>3.1</b>	<b>17.7</b>	<b>12.4</b>
<b>Cash flow from operating activities before changes in working capital</b>			
<i>Changes in working capital</i>			
Change in receivables	0.3	-2.5	1.1
Change in current liabilities	-3.5	-13.2	-13.7
<b>Cash flow from current operations</b>	<b>-0.1</b>	<b>2.0</b>	<b>-0.1</b>
<i>Investing activities</i>			
Acquisition of intangible fixed assets	-0.9	-1.9	-1.3
Acquisition of tangible fixed assets	-0.4	0.0	-0.5
Acquisition of financial fixed assets	0.0	0.0	0.0
Sales of financial fixed assets	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>-1.3</b>	<b>-1.9</b>	<b>-1.8</b>
<i>Financing activities</i>			
Rights issue	0.0	0.0	0.0
Issuing Costs	0.0	0.0	0.0
Borrowings	3.7	9.0	9.0
Repayments including Lease payments	-4.7	-8.0	-9.1
<b>Cash flow from financing activities</b>	<b>-1.0</b>	<b>1.0</b>	<b>-0.1</b>
<b>Cash flow for the period</b>	<b>-2.3</b>	<b>1.1</b>	<b>-2.0</b>
<i>Cash and cash equivalents at the beginning of the period</i>	6.1	7.6	7.6
<i>Exchange rate differences at the end of the period</i>	0.1	0.4	0.5
<b>LIQUID FUNDS AT THE END OF THE PERIOD</b>	<b>3.8</b>	<b>9.0</b>	<b>6.1</b>

	30 SEP 2022	30 JUN 2022	31 MAR 2022	31 DEC 2021
<b>SUMMARY STATEMENT OF CHANGES IN EQUITY</b>				
<b>MSEK</b>				
<b>Opening Balance</b>	<b>67.8</b>	<b>69.9</b>	<b>69.6</b>	<b>54.3</b>
Issue of shares	-0.2	-0.2	0.1	0.4
Reverse acquisition	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0
Total Comprehensive Income	-2.1	-1.8	0.2	14.8
<b>Closing Balance</b>	<b>65.6</b>	<b>67.8</b>	<b>69.9</b>	<b>69.6</b>



## PARENT COMPANY FINANCIAL STATEMENTS

### PARENT COMPANY INCOME STATEMENT

	JUL - SEP 2022	JUL - SEP 2021	JAN - SEP 2022	JAN - SEP 2021	JAN - DEC 2021
<b>MSEK</b>					
<i>Operating income</i>					
Revenue	0.0	0.0	0.0	0.0	0.0
Other operating income	1.0	1.0	3.4	2.3	3.6
<b>TOTAL INCOME</b>	<b>1.0</b>	<b>1.0</b>	<b>3.4</b>	<b>2.3</b>	<b>3.6</b>
<i>Operating expenses</i>					
Personnel Costs	-0.4	-0.5	-1.6	-0.8	-1.2
Other operating expenses	-0.3	-0.3	-1.0	-0.7	-1.4
<b>TOTAL OPERATING EXPENSES</b>	<b>-0.7</b>	<b>-0.7</b>	<b>-2.5</b>	<b>-1.6</b>	<b>-2.6</b>
<b>EBITDA*</b>	<b>0.3</b>	<b>0.2</b>	<b>0.9</b>	<b>0.7</b>	<b>1.0</b>
Financial items	-0.2	-0.3	-0.5	-0.6	-1.2
Result from participation in group companies	0.0	0.0	0.0	0.0	4.9
<b>PROFIT BEFORE TAX</b>	<b>0.1</b>	<b>0.0</b>	<b>0.4</b>	<b>0.1</b>	<b>4.7</b>
Current tax	0.0	0.0	0.0	0.0	0.0
<b>PROFIT AFTER TAX</b>	<b>0.1</b>	<b>0.0</b>	<b>0.4</b>	<b>0.1</b>	<b>4.7</b>

### OTHER COMPREHENSIVE INCOME

<i>Items that could be reclassified to earnings</i>					
Exchange rate differences	0.0	0.0	0.0	0.0	0.0
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>0.1</b>	<b>0.0</b>	<b>0.4</b>	<b>0.1</b>	<b>4.7</b>
<i>Total profit for the period attributable to the parent company's shareholders:</i>					
Parent Company shareholders	0.1	0.0	0.4	0.1	4.7
<b>EARNINGS PER SHARE - BEFORE DILUTION (SEK)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.6</b>
<b>EARNINGS PER SHARE - AFTER DILUTION (SEK)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.6</b>

## PARENT COMPANY BALANCE SHEET (SUMMARY) AT 30 SEPTEMBER 2022

	30 SEP 2022	30 SEP 2021	31 DEC 2021
<b>MSEK</b>			
<b>ASSETS</b>			
<b>Fixed assets</b>			
<i>Financial assets</i>			
Shares in subsidiaries	7.5	7.6	7.8
<b>Total financial assets</b>	7.5	7.6	7.8
<b>Total fixed assets</b>	<b>7.5</b>	<b>7.6</b>	<b>7.8</b>
<b>Current assets</b>			
Receivables	71.6	73.3	72.9
<b>Total other current assets</b>	71.6	73.3	72.9
<i>Cash and bank balances</i>	0.1	0.7	0.6
<b>Total current assets</b>	<b>71.7</b>	<b>74.0</b>	<b>73.5</b>
<b>TOTAL ASSETS</b>	<b>79.3</b>	<b>81.6</b>	<b>81.3</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Share capital A shares	-0.2	-0.2	-0.2
Share capital B shares	-7.2	-7.2	-7.2
Share premium	-46.6	-46.7	-46.9
Share issue costs	0.0	0.0	0.0
Other equity incl. profit for the year	-18.7	-13.7	-18.3
<b>Total equity</b>	<b>-72.7</b>	<b>-67.8</b>	<b>-72.6</b>
<i>Long-term liabilities</i>			
Other liabilities	-6.1	-13.2	-8.1
<b>Total long-term liabilities</b>	<b>-6.1</b>	<b>-13.2</b>	<b>-8.1</b>
<i>Current liabilities</i>			
Other liabilities	-0.5	-0.5	-0.6
<b>Total current liabilities</b>	<b>-0.5</b>	<b>-0.5</b>	<b>-0.6</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>-79.3</b>	<b>-81.6</b>	<b>-81.3</b>



## PARENT COMPANY CASH FLOW ANALYSIS (SUMMARY)

	JAN - SEP 2022	JAN - SEP 2021	JAN - DEC 2021
<b>The ongoing business</b>			
Operating profit	0.9	0.7	1.0
Adjusted revenue			
Financial items	-0.5	-0.6	-0.8
<b>Cash flow from operating activities before changes in working capital</b>	<b>0.4</b>	<b>0.1</b>	<b>0.2</b>
Changes in working capital			
Change in receivables	1.3	-5.8	-5.4
Change in current liabilities	-0.1	0.0	0.0
<b>Cash flow from current operations</b>	<b>1.6</b>	<b>-5.8</b>	<b>-5.2</b>
<i>Investing activities</i>			
Acquisition of financial fixed assets	0.0	0.0	0.0
Sales of financial fixed assets	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<i>Financing activities</i>			
Rights issue	0.0	0.0	0.0
Issuing Costs	0.0	0.0	0.0
Borrowings	-2.0	5.9	5.2
<b>Cash flow from financing activities</b>	<b>-2.0</b>	<b>5.9</b>	<b>5.2</b>
<b>Cash flow for the period</b>	<b>-0.5</b>	<b>0.2</b>	<b>0.1</b>
Cash and cash equivalents at the beginning of the year	0.6	0.6	0.6
<b>LIQUID FUNDS AT THE END OF THE PERIOD</b>	<b>0.1</b>	<b>0.7</b>	<b>0.6</b>





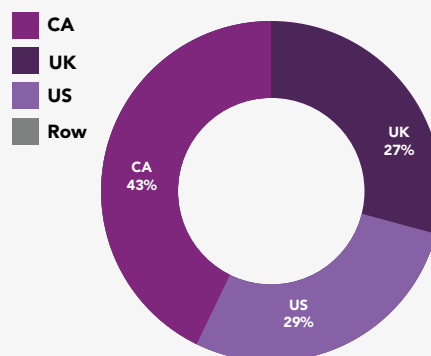
## REVENUE BY MARKET AND SERVICE

The US and Canada generated 80.5 MSEK (59.9) of total revenue year to date for 2022. These territories combined now account for approximately 73% of total revenue, with the US making up 29% and Canada 43%.

In the UK, total income for the year to date amounted to 30.0 MSEK (60.1).

The shift in income from the UK to Canada is mainly due to the reallocation of revenue from the UK to Canada related to the movement of paid media activities to the Canadian office.

### REVENUE BY OPERATION 2022

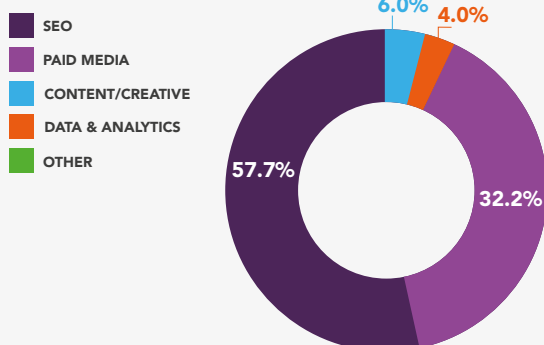


### INCOME BY MARKET, MSEK

#### REVENUE

	Jul - Sep 2022	Jul - Sep 2021	Jan - Sep 2022	Jan - Sep 2021	Jan - Dec 2021
GB	8.9	21.5	30.0	60.1	71.7
US & CA	28.7	21.3	80.5	59.9	88.6
ROW	0.1	0.0	0.4	0.2	0.3
<b>TOTAL OPERATING REVENUE</b>	<b>37.7</b>	<b>42.9</b>	<b>110.9</b>	<b>120.2</b>	<b>160.5</b>

### REVENUE BY SERVICE 2022



A total of 64.0 MSEK (55.9) of operating revenue for the period was generated by SEO.

Revenue from Paid Media services accounted for 35.7 MSEK (50.0).

Content/Creative accounted for 6.6 MSEK (8.1) of revenue so far in 2022.

Data & Analytics accounted for 4.5 MSEK (5.2) of operating revenue for the period.

### REVENUE BY SERVICE, MSEK

#### INCOME

	Jul - Sep 2022	Jul - Sep 2021	Jan - Sep 2022	Jan - Sep 2021	Jan - Dec 2021
SEO	21.5	19.6	64.0	55.9	76.6
PAID MEDIA	11.6	18.6	35.7	50.0	65.7
CONTENT/CREATIVE	1.8	2.6	6.6	8.1	10.6
DATA & ANALYTICS	1.6	1.5	4.5	5.2	6.6
OTHER SERVICES	0.0	0.6	0.0	0.9	1.0
<b>TOTAL OPERATING REVENUE</b>	<b>37.7</b>	<b>42.9</b>	<b>110.9</b>	<b>120.2</b>	<b>160.5</b>

# 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 2022-09-30 there are 187 276 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**

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[press@ayima.com](mailto:press@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 03 2022 (2022-11-03).

## BOARD

**Michael Jacobson**

Member & CEO

**Michael Nott**

Member & Chairman

**Bjorn Mannerqvist**

Member

**Timothy Webb**

Member

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







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