



AYIMA GROUP AB (PUBL) INTERIM REPORT

JANUARY - JUNE 2023



Highlights

Year: Jan - Jun 2023

- Revenue amounted to 65.4 MSEK (73.1), a decrease of 11% from the same period in 2022
- Gross Profit amounted to 30.2 MSEK (42.3), a decrease of 29% from the same period in 2022
- Operating costs amounted to 38.4 MSEK (38.8), a reduction of 1% from the corresponding period in 2022
- An EBITDA result of -8.2 MSEK (3.5)
- Exceptional items of 1.9 MSEK (0.1 positive) related to restructuring costs and share options included in operating profit
- Net Profit after tax for the period was -16.6 MSEK (-2.4)

Quarter: Apr - Jun 2023

- Revenue amounted to 32.8 MSEK (36.6), a decrease of 10% from the corresponding period in 2022
- Gross Profit amounted to 15.3 MSEK (20.7), a decrease of 26% from the corresponding period in 2022
- Operating costs amounted to 19.6 MSEK (19.6), the same as Q2 2022
- An EBITDA result of -4.2 MSEK (1.0)
- Net Profit after tax for the period was -9.5 MSEK (-1.8)

Additional Highlights

- 24.1 MSEK (annualised) of new business signed in Q2
- 4.3 MSEK (annualised) of new business signed in Q3 to date
- Restructuring to result in cost savings of approximately 18.5 MSEK annually / 8.5 MSEK in Q3/4 2023



A MESSAGE FROM THE CEO

Dear Shareholders and Investors

It has been another very tough period for the company, with a similar result to the previous quarter. Following the large client wins announced during Q2, we suffered further client-side delays in project commencement and were unable to book all of the expected revenue from the new client projects. However, on a positive note, we should be able to claw back some of the lost revenue during the remainder of the year. Additionally, the new business process has continued to be slow, with prolonged delays in reaching the signature stage of the process in multiple new client negotiations.

In order to quickly return to profitability, we have now implemented broad cost-cutting measures, amounting to annualised savings of approximately 18.5 MSEK. This will bring the company back to positive EBITDA in Q3 and Q4. The majority of the cost savings are from administrative services and staff overheads, with significant IT infrastructure savings also achieved. The impact on operational staff has been minimal so we don't expect any negative impact on client service delivery.

In response to the ongoing difficulties in winning new business that we have experienced this year, we have completed a lengthy strategic review and concluded that Ayima's traditional focus on large, multinational clients should be adjusted. The delays and administrative burdens caused by procurement and legal processes in larger corporations is becoming a severe hindrance to smaller, specialist service suppliers like Ayima. As such, Ayima's board has recommended an expansion of focus to include servicing a larger number of small and medium (SME) clients.

It will of course take some time to adapt the marketing strategy as well as the service offering, but it is unanimously accepted within the company that acquiring a broader and more diverse client base of smaller and more nimble companies will be the key to achieving growth in the future. Ayima may also consider pursuing acquisitions in this space in order to accelerate the strategic shift. I will issue further communications regarding the new strategy as decisions and changes are made.

I look forward to providing a more positive and substantive update in the next quarterly report, along with vastly improved financials.

Yours Sincerely

Mike Jacobson
CEO



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This will bring the company back to positive EBITDA in Q3 and Q4

OPERATIONS

REVENUE and EBITDA BY QUARTER AND YTD MSEK

	Apr - Jun 2023	Apr - Jun 2022	Jan - Jun 2023	Jan - Jun 2022	Jan - Dec 2022
REVENUE	32.8	36.6	65.4	73.1	149.9
GROSS PROFIT	15.3	20.7	30.2	42.3	81.4
Operating Expenses	-19.6	-19.6	-38.4	-38.8	-78.8
EBITDA	-4.2	1.0	-8.2	3.5	2.6

In the second quarter of the year revenue continued to be impacted by the contracts that were affected by delays. This resulted in a reduction in revenue of 3.8 MSEK when compared to the same quarter last year. As in Q1 2023, the revenue affected mainly related to SEO services which are generally higher in margin, the proportion of total revenue that relates to Paid Media services is again greater than usual. Paid Media naturally has lower gross margins, and this change in the mix of services can again help to explain why the fall in gross profit of 5.3 MSEK compared to the same quarter last year is greater than the fall in total revenue. This has therefore resulted in lower gross profit for the second quarter in a row.

Operating expenses were the same in Q2 as in the same period last year. In order to address the losses in Q1 and Q2 and return the company to a profit making position in the second half of 2023, the board has implemented an ambitious cost saving plan which is expected to reduce costs by approximately 18.5 MSEK annually / 8.5 MSEK in the remaining 6 months of the current year. Some costs associated with this restructuring are included as exceptional items in the Income Statement and are therefore excluded from Operating expenses in this report.

FINANCIAL POSITION AND LIQUIDITY

Liquid assets at the end of the period amounted to 18.3 MSEK (21.7). Cash and cash equivalents amounted to 4.1 MSEK (5.4) and accounts receivable 14.2 MSEK (16.3). 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. At the end of the period funds of 2.4 MSEK were available but not yet drawn down from the facility, with these funds included the cash availability increases to 6.5 MSEK.

Total equity amounted to 54.9 MSEK, including issued share capital of 7.4 MSEK. Equity ratio was 51 (61) percent.

CASH FLOW

Cash flow from operating activities before changes in working capital amounted to -11 MSEK. The change in working capital was 5.3 MSEK. Investments in tangible and intangible fixed assets amounted to -1.0 MSEK during the year to date. Cash flow from financing activities amounted to 1.1 MSEK due to debt repayments including lease payments of -3.9 MSEK and a new loan of 5 MSEK received in the period. Net cash decreased by -5.6 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 2023-06-30.

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. 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. During 2022 a further 2 000 share options were forfeit (55 248 total). The remaining warrants vested fully in May 2023. In June 2021 49 865 new share options were issued to newly qualifying staff. During 2022 a total of 31 910 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.

A provision for these shares has been made in Equity and the accrued cost of these share based payments from 2018-05-01 to 2023-06-30 has been recognised in the financial statements.

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD

On 2023-05-02 Ayima announced the signing of an additional 11.9 MSEK worth of contracts including additional projects and new clients.

A further announcement was made on 2023-05-03 to confirm additional new business wins with an annual value of 16.6 MSEK bringing the total new contracts announced so far in Q2 to 28.5 MSEK.

Ayima's AGM took place on 2023-05-11 in Stockholm, the AGM resolved unanimously in line with the board's proposals, further information on the AGM is available on the company website www.ayimagroup.com.

On 2023-07-06 Ayima provided a brief update as to the current trading situation. New business remains lower than expectations. Ayima has signed new contracts to the value of approximately 4.3 MSEK in the second quarter. In order to ensure a return to profitability in the second half of the year, the board implemented a cost saving program to reduce costs by approximately 18.5 MSEK annually, with an 8.5 MSEK reduction expected in H2.



MARKET TRENDS

A recent report by Statista.com had the following insights about the Digital Advertising market:

- Ad spending in the Digital Advertising market is projected to reach US\$679.80bn in 2023.
- The largest market is Search Advertising with a market volume of US\$279.30bn in 2023.
- In global comparison, most ad spending will be generated in the United States (US\$271.20bn in 2023).
- The average ad spending per user in the In-App Advertising market is projected to amount to US\$58.99 in 2023.
- In the Digital Advertising market, 69% of total ad spending will be generated through mobile in 2027.
- In the Digital Advertising market, 81% of the Digital Advertising revenue will be generated through programmatic advertising in 2027.
- The market share of Google amounts to an estimated 25% of the Digital Advertising market and the selected region in 2022.

Comparing the three major Digital Advertising markets - the U.S., China, and Europe - the U.S. was the biggest market in 2022 with US\$261 billion. Thus, the U.S. accounts for more than one third of the world's Digital Advertising spending, leaving China and especially Europe far behind with shares of respectively only 24.8% and 16.8%. When taking growth rates into account, the U.S. leads the race with a CAGR of 11% by 2027 among the three major regions, closely followed by China with 10.6% and the European market with 9.1%.

Due to a lasting trend towards mobile apps, the future development of Digital Advertising will continuously be shaped by a shift from desktop to mobile. While the share of global mobile revenues was 61% in 2022, the expected share in 2027 will be 69%.

Source: <https://www.statista.com/study/42540/digital-advertising-report/>

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

Other than the general impact on the UK economy, so far Brexit has had little to no effect on Ayima directly.

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.

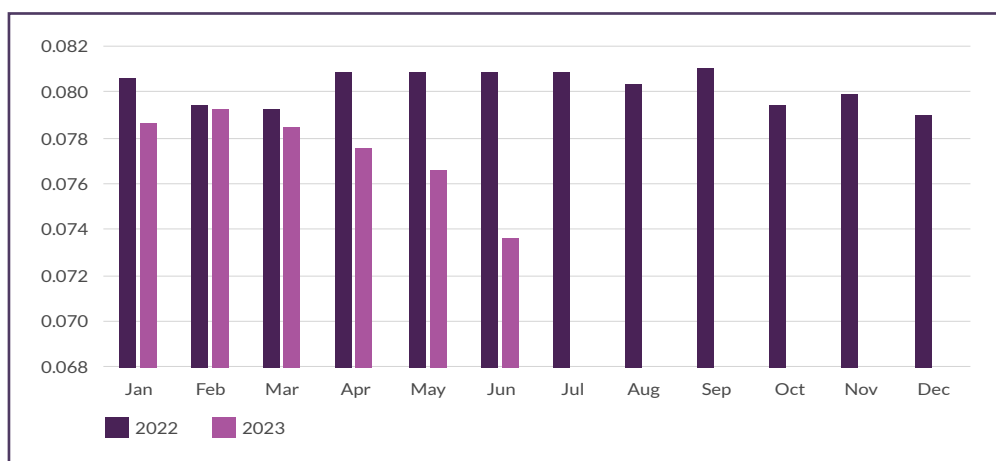
Client losses: contracts are usually for a minimum of 12 months, renewals are automatic, and if necessary agreed well in advance of contract end dates, there are minimum notice periods in every contract. For any short term contracts or project based work, clients are required to pay 50% of the fees upfront.

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 Q2 2023 is 4.9 MSEK (0.0 MSEK in Q2 2022). 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.

Average Monthly Exchange Rate SEK to GBP



*source: oanda.com average monthly rate Jan 2022 - Jun 2023

Staff

Ayima has around 175 FTEs or FTE equivalents globally. Through employee engagement initiatives and regular staff appraisals, staff retention remains stable. Ayima is a fully remote company.

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 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 passed the reaccreditation audit for its ISO 27001 certification in 2022 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

Globally significant events such as Covid-19, war in Ukraine and extreme climate events have an impact on the global economy, whether that takes the form of an economic downturn, global supply chain changes, or increases in inflation rates. Ayima's management team carefully monitors these events and continuously assesses the potential impact on Ayima, taking action where necessary.

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

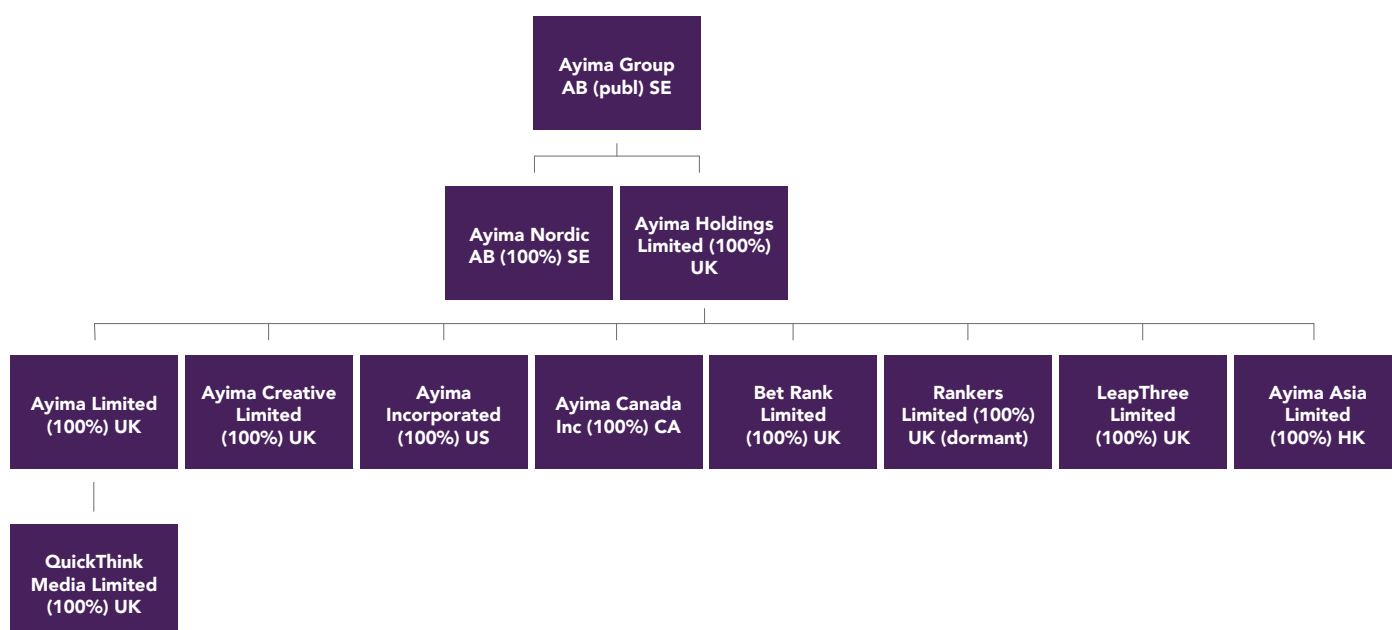
Ayima Group AB (publ) prepares its consolidated financial statements in accordance with International Financial Reporting Standards (IFRS). This interim report for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting. This interim report has not been reviewed by the company's 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.



FINANCIAL OBJECTIVES

Revenue growth remains a key issue for the group and the management team will continue to focus on strategies to increase client acquisition as well as growth through new services or market sectors. Further information will be made public when appropriate.

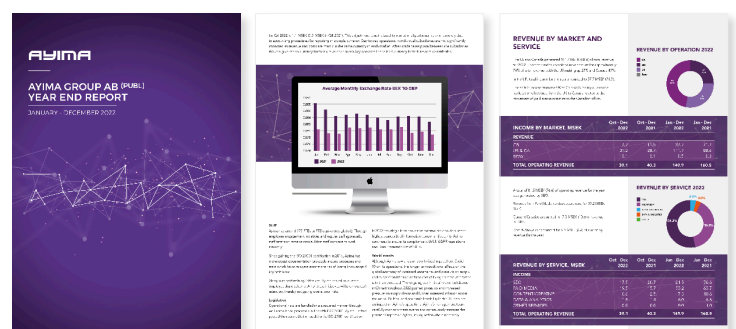
NUMBER OF SHARES, SHARE CAPITAL AND EARNINGS PER SHARE

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 -0.62 SEK (-0.25). Price per share at closing at the end of the period (2023-06-30) was 3.2 SEK. The number of outstanding options granted to staff was 182 276. Earnings per share after dilution amounted to -0.62 SEK (-0.25).

Shareholding at 2023-06-30	No A Shares	No B Shares	Control %	Capital %
Timothy Webb	66,667	875,561	16.3%	12.7%
Michael Nott	66,667	804,914	15.6%	11.8%
Nanocap Group S AB		795,400	8.4%	10.8%
Michael Jacobson	66,666	792,997	15.5%	11.6%
Avanza Pension, Forsakringsaktiebolaget		406,765	4.3%	5.5%
Michael Feiner	15,000	390,731	5.7%	5.5%
Ayima Employee Trust		357,825	3.8%	4.8%
Jesper Bjerregaard		207,323	2.2%	2.8%
Jens Soderlund		130,300	1.4%	1.8%
John Fagerstrom		89,660	1.0%	1.2%
Others	11,800	2,315,396	25.8%	31.5%
Total	226,800	7,166,872	100%	100%

FURTHER REPORTS & IMPORTANT DATES

2023-11-02	Q3 2023 Interim Report
2024-02-23	Q4 2023 Year End Report



CONSOLIDATED FINANCIAL STATEMENTS

SUMMARY CONSOLIDATED INCOME STATEMENT

	APR - JUN 2023	APR - JUN 2022	JAN - JUN 2023	JAN - JUN 2022	JAN - DEC 2022
MSEK					
<i>Operating revenue</i>					
Revenue	32.8	36.6	65.4	73.1	149.9
Other income	0.0	0.0	0.0	0.0	0.0
TOTAL REVENUE	32.8	36.6	65.4	73.1	149.9
<i>Direct expenses</i>					
Direct expenses	-17.5	-15.9	-35.2	-30.9	-68.5
GROSS PROFIT	15.3	20.7	30.2	42.3	81.4
<i>Operating expenses</i>					
Personnel costs	-16.1	-16.8	-31.5	-33.2	-66.6
Other operating expenses	-3.5	-2.8	-6.9	-5.6	-12.2
OPERATING EXPENSES	-19.6	-19.6	-38.4	-38.8	-78.8
EBITDA	-4.2	1.0	-8.2	3.5	2.6
Depreciation & Amortisation and write downs of tangible and intangible fixed assets	-2.1	-2.2	-4.2	-4.4	-8.7
Exceptional Items	-1.8	0.2	-1.9	0.1	-1.1
OPERATING PROFIT	-8.2	-1.0	-14.3	-0.8	-7.3
FX gains/losses	-0.2	-0.3	-0.6	-0.4	1.3
Interest paid/received	-0.6	-0.5	-1.0	-1.0	-1.8
Gain on debt extinguished (PPP Loan forgiveness)	0.0	0.0	0.0	0.0	0.0
Financing Costs	-0.4	-0.1	-0.8	-0.2	-0.5
R&D Tax Credit	0.0	0.0	0.0	0.0	0.3
Deferred tax	0.0	0.0	0.0	0.0	2.2
PROFIT AFTER TAX	-9.5	-1.8	-16.6	-2.4	-5.7

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	APR - JUN 2023	APR - JUN 2022	JAN - JUN 2023	JAN - JUN 2022	JAN - DEC 2022
PROFIT AFTER TAX	-9.5	-1.8	-16.6	-2.4	-5.7
<i>Items that could be reclassified to earnings</i>					
Exchange rate differences*	4.9	0.0	6.0	0.8	2.0
TOTAL COMPREHENSIVE INCOME	-4.6	-1.8	-10.7	-1.7	-3.7
<i>Result for the period attributable to the parent company's shareholders:</i>	-4.6	-1.8	-10.7	-1.7	-3.7
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	-0.62	-0.25	-1.44	-0.23	-0.50
EARNINGS PER SHARE - AFTER DILUTION (SEK)	-0.62	-0.25	-1.44	-0.23	-0.50

*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 JUNE 2023

	30 JUN 2023	30 JUN 2022	31 DEC 2022
MSEK			
ASSETS			
<i>Fixed assets</i>			
<i>Intangible assets</i>			
Goodwill	46.5	42.4	42.9
Other Intangible fixed assets	19.7	24.0	20.1
Total intangible fixed assets	66.3	66.4	63.0
<i>Tangible fixed assets</i>			
Property, plant and equipment	0.8	0.8	0.8
Total tangible fixed assets	0.8	0.8	0.8
<i>Financial assets</i>			
Shares in associated companies	0.0	0.0	0.0
Right of Use Assets	1.8	8.3	7.1
Deferred Tax	9.7	6.8	8.9
Total financial assets	11.4	15.1	16.1
Total fixed assets	78.5	82.2	79.9
<i>Current assets</i>			
Accounts receivable	14.2	16.3	15.3
Other receivables	7.9	5.1	4.5
Prepayments and accrued income	2.6	1.8	1.4
Total other current assets	24.7	23.1	21.2
<i>Cash and bank balances</i>	4.1	5.4	9.1
Total current assets	28.8	28.6	30.3
TOTAL ASSETS	107.2	110.8	110.1
EQUITY AND LIABILITIES			
<i>Equity</i>			
Share capital	-7.4	-7.4	-7.4
Other contributed equity	-51.7	-57.3	-57.1
Other equity incl. profit for the year	4.1	-3.1	-1.1
Total equity	-54.9	-67.8	-65.6
<i>Long-term liabilities</i>			
Other Provisions	-1.3	-1.4	-1.2
Lease Liabilities	-3.1	-5.1	-5.3
Other liabilities	-6.3	-9.3	-7.6
Total long-term liabilities	-10.7	-15.8	-14.2
<i>Current liabilities</i>			
Accounts payable	-10.4	-9.1	-12.7
Invoice Discounting Loan	-10.4	-4.8	-5.6
Current tax liabilities	0.0	0.0	0.0
Current Lease Liabilities	-4.4	-4.4	-3.1
Other current liabilities	-8.9	-4.0	-4.2
Accrued expenses and prepaid income	-7.4	-4.8	-4.7
Total current liabilities	-41.6	-27.1	-30.4
TOTAL EQUITY AND LIABILITIES	-107.2	-110.8	-110.1

CONSOLIDATED CASH FLOW STATEMENT (SUMMARY)

	JAN - JUN 2023	JAN - JUN 2022	JAN - DEC 2022
The ongoing business			
Operating profit	-14.3	-0.8	-7.3
Adjusted revenue			
<i>Adjustments for items not included in cash flow</i>			
Depreciation and write-downs	4.2	4.4	10.2
Exchange losses	0.0	0.0	0.0
Other non-cash items	0.1	-1.0	1.0
	-10.0	2.6	3.8
Financial items	-1.4	-0.7	-1.5
Paid income tax	0.4	-0.1	0.7
	-11.0	1.8	3.0
Cash flow from operating activities before changes in working capital			
<i>Changes in working capital</i>			
Change in receivables	2.4	2.0	3.8
Change in current liabilities	2.8	-4.1	-0.7
Cash flow from current operations	-5.7	-0.3	6.1
<i>Investing activities</i>			
Acquisition of intangible fixed assets	-0.9	-0.6	-0.8
Acquisition of tangible fixed assets	-0.1	-0.2	-0.4
Acquisition of financial fixed assets	0.0	0.0	0.0
Sales of financial fixed assets	0.0	0.0	0.0
Cash flow from investing activities	-1.0	-0.8	-1.3
<i>Financing activities</i>			
Rights issue	0.0	0.0	0.0
Issuing Costs	0.0	0.0	0.0
Borrowings	5.0	1.7	4.2
Repayments including Lease payments	-3.9	-1.4	-6.3
Cash flow from financing activities	1.1	0.3	-2.1
Cash flow for the period	-5.6	-0.8	2.8
<i>Cash and cash equivalents at the beginning of the period</i>	9.1	6.1	6.1
<i>Exchange rate differences at the end of the period</i>	0.5	0.1	0.2
LIQUID FUNDS AT THE END OF THE PERIOD	4.1	5.4	9.1

	30 JUN 2023	30 JUN 2022	31 DEC 2022
SUMMARY STATEMENT OF CHANGES IN EQUITY			
MSEK			
Opening Balance	65.6	69.6	69.6
Issue of shares	0.0	-0.1	-0.3
Reverse acquisition	0.0	0.0	0.0
Other	0.0	0.0	0.0
Total Comprehensive Income	-10.7	-1.7	-3.7
Closing Balance	54.9	67.8	65.6

PARENT COMPANY FINANCIAL STATEMENTS

PARENT COMPANY INCOME STATEMENT

	APR - JUN 2023	APR - JUN 2022	JAN - JUN 2023	JAN - JUN 2022	JAN - DEC 2022
MSEK					
<i>Operating income</i>					
Revenue	0.0	0.0	0.0	0.0	0.0
Other operating income	1.1	1.2	2.2	2.4	4.7
TOTAL INCOME	1.1	1.2	2.2	2.4	4.7
<i>Operating expenses</i>					
Personnel Costs	-0.5	-0.6	-1.0	-1.2	-2.2
Other operating expenses	-0.3	-0.3	-0.5	-0.7	-1.2
TOTAL OPERATING EXPENSES	-0.8	-0.9	-1.6	-1.9	-3.4
EBITDA*	0.3	0.3	0.7	0.6	1.3
Financial items	-0.5	-0.2	-0.8	-0.3	-0.7
Result from participation in group companies	0.0	0.0	0.0	0.0	0.0
PROFIT BEFORE TAX	-0.2	0.1	-0.1	0.2	0.6
Current tax	0.0	0.0	0.0	0.0	0.0
PROFIT AFTER TAX	-0.2	0.1	-0.1	0.2	0.6

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
TOTAL COMPREHENSIVE INCOME	-0.2	0.1	-0.1	0.2	0.6
<i>Total profit for the period attributable to the parent company's shareholders:</i>					
Parent Company shareholders	-0.2	0.1	-0.1	0.2	0.6
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	0.0	0.0	0.0	0.0	0.1
EARNINGS PER SHARE - AFTER DILUTION (SEK)	0.0	0.0	0.0	0.0	0.1

PARENT COMPANY BALANCE SHEET (SUMMARY) AT 30 JUNE 2023

30 JUN 2023	30 JUN 2022	31 DEC 2022
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MSEK

ASSETS

Fixed assets

Financial assets

Shares in subsidiaries

7.5	7.7	7.5
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Total financial assets

7.5	7.7	7.5
-----	-----	-----

Total fixed assets

7.5	7.7	7.5
------------	------------	------------

Current assets

Receivables

74.6	72.1	71.0
------	------	------

Total other current assets

74.6	72.1	71.0
------	------	------

Cash and bank balances

0.1	0.2	0.4
-----	-----	-----

Total current assets

74.7	72.3	71.4
-------------	-------------	-------------

TOTAL ASSETS

82.3	80.0	79.0
-------------	-------------	-------------

EQUITY AND LIABILITIES

Equity

Share capital A shares

-0.2	-0.2	-0.2
------	------	------

Share capital B shares

-7.2	-7.2	-7.2
------	------	------

Share premium

-46.6	-46.8	-46.6
-------	-------	-------

Share issue costs

0.0	0.0	0.0
-----	-----	-----

Other equity incl. profit for the year

-18.8	-18.5	-18.9
-------	-------	-------

Total equity

-72.8	-72.7	-72.9
--------------	--------------	--------------

Long-term liabilities

Other liabilities

-4.3	-6.8	-5.4
------	------	------

Total long-term liabilities

-4.3	-6.8	-5.4
-------------	-------------	-------------

Current liabilities

Other liabilities

-5.1	-0.6	-0.6
------	------	------

Total current liabilities

-5.1	-0.6	-0.6
-------------	-------------	-------------

TOTAL EQUITY AND LIABILITIES

-82.3	-80.0	-79.0
--------------	--------------	--------------



PARENT COMPANY CASH FLOW ANALYSIS (SUMMARY)

	JAN - JUN 2023	JAN - JUN 2022	JAN - DEC 2022
The ongoing business			
Operating profit	0.7	0.6	1.3
Adjusted revenue			
Financial items	-0.8	-0.3	-0.7
Cash flow from operating activities before changes in working capital	-0.1	0.2	0.6
Changes in working capital			
Change in receivables	-3.6	0.8	1.8
Change in current liabilities	0.2	0.0	0.0
Cash flow from current operations	-3.6	1.0	2.5
<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
Cash flow from investing activities	0.0	0.0	0.0
<i>Financing activities</i>			
Rights issue	0.0	0.0	0.0
Issuing Costs	0.0	0.0	0.0
Borrowings	3.2	-1.4	-2.7
Cash flow from financing activities	3.2	-1.4	-2.7
Cash flow for the period	-0.3	-0.4	-0.2
Cash and cash equivalents at the beginning of the year	0.4	0.6	0.6
LIQUID FUNDS AT THE END OF THE PERIOD	0.1	0.2	0.4

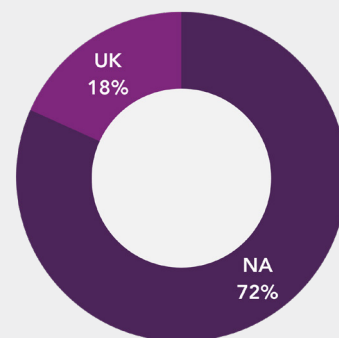
REVENUE BY MARKET AND SERVICE

The North American offices generated 46.8 MSEK (51.8) of total revenue to date for 2023. This includes revenue for all Paid Media services which are managed from North America. This is expected to reduce slightly in Q3 as seasonal changes in paid media budgets are implemented.

In the UK, total income for the year to date amounted to 18.6 MSEK (21.1). The proportion of revenue from the UK is expected to increase in the coming months as work on recently signed contracts is delivered.

REVENUE BY OPERATION 2023

NA
UK
ROW



INCOME BY MARKET, MSEK	Apr - Jun 2023	Apr - Jun 2022	Jan - Jun 2023	Jan - Jun 2022	Jan - Dec 2022
REVENUE					
GB	10.2	9.9	18.6	21.1	37.7
NORTH AMERICA	22.6	26.6	46.8	51.8	111.7
ROW	0.0	0.1	0.0	0.3	0.5
TOTAL OPERATING REVENUE	32.8	36.6	65.4	73.1	149.9

A total of 29.0 MSEK (41.5) of operating revenue for the year to date was generated by SEO. The reduction in revenue compared to the previous year is mainly due to delays in signing new contracts, this is expected to increase in Q3 onwards.

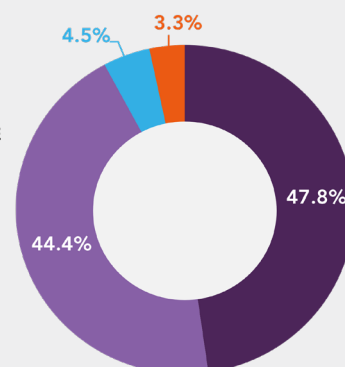
Revenue from Paid Media services in the year to date accounted for 31.3 MSEK (24.1). Revenue from this service is expected to remain stable throughout the rest of the year apart from minor fluctuations in Q3 due to seasonal changes.

Content / Creative accounted for 2.2 MSEK (4.7) of revenue to date in 2023. This service has begun its recovery from a recent decline in demand and has increased revenue by 266% from Q1 2023.

Data & Analytics accounted for 2.9 MSEK (2.8) of operating revenue for the year to date. Revenue from this service is relatively stable, but may reduce in the coming months as current projects related to Google Analytics migrations are completed.

REVENUE BY SERVICE 2023

PAID MEDIA
SEO
DAT & ANALYTICS
CONTENT/CREATIVE
OTHER



REVENUE BY SERVICE, MSEK	Apr - Jun 2023	Apr - Jun 2022	Jan - Jun 2023	Jan - Jun 2022	Jan - Dec 2022
REVENUE					
SEO	14.6	21.2	29.0	41.5	81.5
PAID MEDIA	15.2	12.3	31.3	24.1	55.2
CONTENT/CREATIVE	1.6	1.8	2.2	4.7	7.3
DATA & ANALYTICS	1.5	1.3	2.9	2.8	6.0
OTHER SERVICES	0.0	0.0	0.0	0.0	0.0
TOTAL OPERATING REVENUE	32.8	36.6	65.4	73.1	149.9



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 2023-06-30 there are 182 276 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

For further information, contact the Company at:

Chairman Mike Nott or

CEO Mike Jacobson

+44 (0) 20 7148 5974

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 August 3 2023 (2023-08-03).

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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