



AYIMA GROUP AB (PUBL) YEAR END REPORT

JANUARY - DECEMBER 2023



Highlights

4th Quarter: Oct - Dec 2023

- Revenue amounted to 35.1 MSEK (39.1), a decrease of 10% from the corresponding period in 2022
- Gross Profit amounted to 13.8 MSEK (16.9), a decrease of 18% from the corresponding period in 2022
- Operating costs amounted to 13.6 MSEK (19.5), a reduction of 31% from the corresponding period last year
- A positive EBITDA result of 0.3 MSEK (-2.6) an improvement of 111% compared to the corresponding period in 2022
- Net Profit after tax for the period was -1.6 MSEK (-1.1)

Full Year: Jan - Dec 2023

- Revenue amounted to 129.9 MSEK (149.9), a decrease of 13% from 2022
- Gross Profit amounted to 58.9 MSEK (81.4), a decrease of 28% from 2022
- Operating costs amounted to 66.5 MSEK (78.8), a reduction of 16% from 2022
- An EBITDA result of -7.6 MSEK (2.6)
- Net Profit after tax for the year was -21.7 MSEK (-5.7)

Additional Highlights

- Change of certified advisor to Swedish North Point Securities AB from 1 Jan 2024
- New acquisition announced
- Ayima shares to be traded through the auction method on Nasdaq First North Growth Market from 18 Jan 2024
- New contracts worth 16.4 MSEK signed since the Q3 report was released



A MESSAGE FROM THE CEO

Dear Shareholders and Investors

The final quarter of 2023 has drawn to a close and it is something of a relief to say that the year is now behind us. While Ayima has had a challenging year, this is a common story in our Industry at the moment, and indeed in the tech sector as a whole. Our primary goal in the last couple of quarters was to reduce costs to be able to weather the storm and we now see a similar strategy being employed across the sector including in the giants such as Google and Meta.

In terms of our cost cutting measures, we did achieve the result that we wanted, perhaps even more so with operating costs reduced by a combined total of 12 MSEK in the last 2 quarters of the year. This allowed us to maintain a positive EBITDA, despite a general slowdown in client activity. Our bottom line result looks considerably worse than it really is due to the effect of some write-downs on furniture and equipment related to terminated office leases and exchange rate effects that are always difficult to predict.

In the previous report I outlined a shift in strategy to focus more on smaller clients (SME's), who tend to be more agile and have shorter procurement processes than our current client base. As part of this strategic pivot, we have announced the acquisition of a fantastic content marketing agency in the UK. This acquisition, while important for purely financial and cashflow reasons, also allows us to accelerate the SME strategy and cross-sell higher value services to their existing clients, as well as take advantage of Ayima's considerable existing inventory. As such, we expect to be able to make further efficiency gains, improve margin, and accelerate growth more rapidly. As Ayima's share price is at a historically low level, we aim to complete the acquisition primarily using debt instruments, although there is also expected to be some equity dilution as part of the deal. In this case, the results will be transformative for the company so the positive effects will far outweigh any potential dilution. We expect the deal to be completed around the end of March and I will make suitable announcements about the details when they are confirmed.

Whilst we have succeeded in reducing our cost base and maintaining a positive EBITDA in the second half of the year, we are still acutely aware of the need to grow revenues again. To this end, the new year is off to a great start with the announcement that some of our long term clients are increasing their investment into digital marketing with us - in particular one of our largest clients increased their project by over 40% to nearly 9 MSEK in 2024. This is a sign that good economic news related to inflation, unemployment and economic growth in the US is starting to stimulate activity in our sector and is improving the business outlook in general.

So 2024 is off to a busy start, with acquisitions, new business and growth on the agenda. We look forward to bringing a significantly better result to you in the next quarterly reports.

Yours Sincerely

Mike Jacobson



“

So 2024 is off to a busy start, with acquisitions, new business and growth on the agenda.

OPERATIONS

REVENUE and EBITDA BY QUARTER AND YTD MSEK

	Oct - Dec 2023	Oct - Dec 2022	Jan - Dec 2023	Jan - Dec 2022
REVENUE	35.1	39.1	129.9	149.9
GROSS PROFIT	13.8	16.9	58.9	81.4
Operating Expenses	-13.6	-19.5	-66.5	-78.8
EBITDA	0.3	-2.6	-7.6	2.6

Revenue for Q4 declined by 10% when compared with the corresponding period in 2022. The cost saving plan implemented in Q3 was originally expected to reduce costs by approximately 18.5 MSEK annually / 8.5 MSEK in the remaining 6 months of the year. As a result of the savings, operating expenses actually reduced by 12 MSEK when compared to the second half of last year and EBITDA was again positive for the quarter, savings in Q4 greatly exceeded expectations of 3.7 MSEK, coming in at 6.0 MSEK when compared to Q4 2022.

Some costs and write-downs 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 year amounted to 14.5 MSEK (24.4). Cash and cash equivalents amounted to 3.0 MSEK (9.1) and accounts receivable 11.5 MSEK (15.3). 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 year funds of 2.4 MSEK were available but not yet drawn down from the facility, with these funds included the cash availability increases to 5.4 MSEK.

Total equity amounted to 45.6 MSEK, including issued share capital of 7.4 MSEK. Equity ratio was 50 (60) percent.

CASH FLOW

Cash flow from operating activities before changes in working capital amounted to -12.3 MSEK. The change in working capital was 9.0 MSEK. Investments in tangible and intangible fixed assets amounted to -1.5 MSEK during the year. Cash flow from financing activities amounted to -1.3 MSEK due to debt repayments (including lease payments) of -10.9 MSEK and new loans of 9.5 MSEK received in the year. Net cash decreased by -6.2 MSEK in the year.



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 2023-12-31.

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. 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 2023-12-31 has been recognised in the financial statements.

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD

- On 2023-10-18 Ayima announced a change of certified advisor to Swedish North Point Securities AB from 2024-01-01
- Ayima signed a Letter of intent to acquire 100% of the share capital of UK based digital content marketing agency UK Linkology Group (Linkology), the deal was announced on 2024-01-09 and is subject to successful funding being obtained. The initial purchase price agreed is GBP 3.5 million (approx. SEK 45 million). Linkology showed an EBITDA for the Financial Year ended 2023-10-31 of approx. SEK 17.5 million from Revenue of approx. SEK 57.5 million. The acquisition also contains provisions for an earn-out that will provide strong incentive for profit growth in the following 24 months. The acquisition will have the immediate effect of returning the group to strong profitability and will also hasten the strategic pivot to a client base of smaller, more nimble businesses.
- On 2024-01-17 Ayima issued a statement advising that its shares would be traded through the auction method on Nasdaq First North Growth Market from 2024-01-18. According to Nasdaq this aims to assure a better price structure for those stocks with low liquidity and high spread, that is the difference between buy- and sell prices. Ayima Management does not yet have an opinion as to the effectiveness of the new system and will monitor the need for an alternative liquidity provider.
- New contracts with a total value of 4.1 MSEK were signed during Q4. The annual value of contracts signed so far in 2024 is 12.3 MSEK, a significant acceleration in January.



MARKET TRENDS

The digital marketing industry is currently experiencing robust growth on a global scale, with a market size that continues to expand rapidly. According to recent industry reports, the global spend on digital marketing is projected to reach unprecedented levels, driven by the increasing adoption of digital channels and technologies. Key players in the industry, including major advertising platforms and agencies, are capitalising on this growth, with some dominating market shares in specific regions. Emerging markets, particularly in Asia-Pacific and Latin America, are witnessing a surge in digital marketing activities as businesses tap into the vast potential of online advertising to reach diverse and expanding consumer bases. However, the industry is not without challenges, including concerns about ad fraud, saturation in digital ad space, and evolving consumer behaviours. Understanding the current landscape is crucial for businesses to formulate effective strategies and stay competitive in this dynamic environment.

Technological advancements are shaping the future of digital marketing, with artificial intelligence (AI) and machine learning (ML) at the forefront of innovation. In recent years, the integration of AI and ML in digital marketing strategies has revolutionised ad targeting and personalization. These technologies enable marketers to analyse vast amounts of data, predict consumer behaviours, and deliver personalised content to target audiences. Automation is also playing a significant role in campaign management, streamlining processes and improving efficiency. Another notable trend is the incorporation of virtual and augmented reality (VR and AR) in digital marketing. Brands are leveraging these immersive technologies to enhance user engagement and provide unique and interactive experiences. As technology continues to evolve, digital marketers must stay abreast of these trends to adapt their strategies, ensuring they remain at the forefront of innovation and effectively connect with their target audiences.

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 and unrest in the Middle East. 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

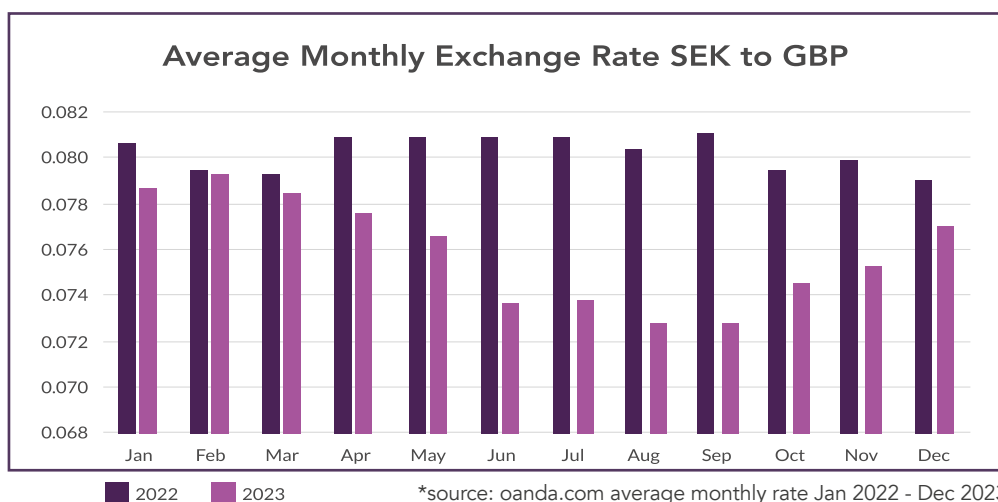
Client concentration: relying too much on one particular client, Ayima carefully monitors and reviews client % of revenues regularly to assess the status of each client and takes action if necessary. Ayima are considered to have a good spread of risks across companies and sectors.

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 Q4 2023 is -2.5 MSEK (+1.1 MSEK in Q4 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



Staff

Ayima has around 153 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 audit for its ISO 27001 certification in 2023 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 unrest in the Middle East, 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

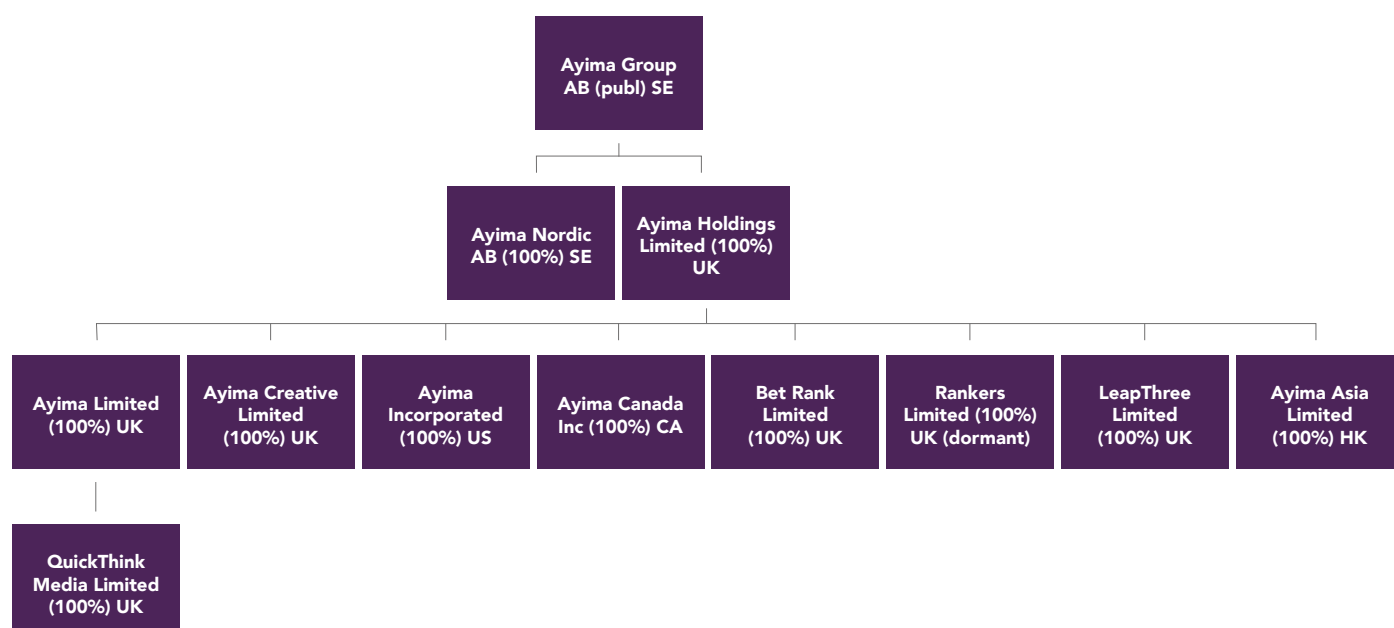
Ayima Group AB (publ) prepares its consolidated financial statements in accordance with International Financial Reporting Standards (IFRS). This interim report for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting. This interim report has not been reviewed by the company's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

The primary financial objectives for the company are centred around restoring profitability following the recent period of losses. Firstly, the company has optimised its cost structure through the continued implementation of cost-saving measures. Streamlining operational processes, negotiating favourable supplier agreements, and enhancing overall efficiency have been key strategies to minimise expenses. Ayima is committed to driving revenue growth through targeted market expansion, product innovation, and intensified marketing efforts to capture new customer segments. Furthermore, as part of its growth strategy, the company is exploring potential acquisitions that align with its core competencies and market objectives, intending to leverage synergies and unlock new revenue streams. By balancing cost savings, organic revenue growth, and strategic acquisitions, the company aims to navigate its way back to profitability, ensuring sustainable financial health in the long term.

NUMBER OF SHARES, SHARE CAPITAL AND EARNINGS PER SHARE

At the end of the year, 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 -0.55 SEK (-0.0). Price per share at closing at the end of the year (2023-12-29) was 2.02 SEK. The number of outstanding options granted to staff was 182 276. Earnings per share after dilution amounted to -0.55 SEK (-0.0).

Shareholding at 2023-12-31	No A Shares	No B Shares	Control %	Capital %
Timothy Webb	66,667	875,561	16.3%	12.7%
Michael Nott	66,667	804,832	15.6%	11.8%
Michael Jacobson	66,666	799,997	15.5%	11.7%
Nanocap Group S AB		790,000	8.4%	10.7%
Avanza Pension, Forsakringsaktiebolaget		450,827	4.8%	6.1%
Michael Feiner	15,000	390,731	5.7%	5.5%
Ayima Employee Trust		357,825	3.8%	4.8%
Jesper Bjerregaard		200,323	2.1%	2.7%
Guillermo Aznarez Perez		154,621	1.6%	2.1%
Jens Soderlund		114,050	1.2%	1.5%
Others	11,800	2,228,105	24.9%	30.3%
Total	226,800	7,166,872	100%	100%

FURTHER REPORTS & IMPORTANT DATES

All financial reports will be published on the company's website: <https://www.ayimagroup.com/financial-results>

2024-03-22 2023 Annual Report

2024-05-02 Q1 2024 Interim Report

2024-05-08 AGM

2024-08-01 Q2 2024 Interim Report

2024-11-07 Q3 2024 Interim Report

2025-02-23 Q4 2024 Year End Report



CONSOLIDATED FINANCIAL STATEMENTS

SUMMARY CONSOLIDATED INCOME STATEMENT

OCT - DEC 2023 OCT - DEC 2022 JAN - DEC 2023 JAN - DEC 2022

MSEK

Operating revenue

Revenue	35.1	39.1	129.9	149.9
Other income	0.0	0.0	0.0	0.0

TOTAL REVENUE **35.1** **39.1** **129.9** **149.9**

Direct expenses

Direct expenses	-21.2	-22.1	-71.0	-68.5
-----------------	-------	-------	-------	-------

GROSS PROFIT **13.8** **16.9** **58.9** **81.4**

Operating expenses

Personnel costs	-11.5	-15.9	-55.7	-66.6
Other operating expenses	-2.1	-3.7	-10.8	-12.2

OPERATING EXPENSES **-13.6** **-19.5** **-66.5** **-78.8**

EBITDA

0.3 **-2.6** **-7.6** **2.6**

Depreciation & Amortisation and write downs of tangible and intangible fixed assets

	-1.4	-2.1	-7.1	-8.7
--	------	------	------	------

Exceptional Items -0.2 -1.4 -2.7 -1.1

OPERATING PROFIT **-1.3** **-6.2** **-17.4** **-7.3**

FX gains/losses	0.1	3.0	-1.1	1.3
Interest paid/received	-0.5	-0.4	-2.2	-1.8
Gain on debt extinguished (PPP Loan forgiveness)	0.0	0.0	0.0	0.0
Financing Costs	-0.4	-0.1	-1.6	-0.5
R&D Tax Credit	0.4	0.4	0.4	0.3
Deferred tax	0.1	2.2	0.1	2.2

PROFIT AFTER TAX **-1.6** **-1.1** **-21.7** **-5.7**

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

OCT - DEC 2023 OCT - DEC 2022 JAN - DEC 2023 JAN - DEC 2022

PROFIT AFTER TAX **-1.6** **-1.1** **-21.7** **-5.7**

Items that could be reclassified to earnings

Exchange rate differences*	-2.5	1.1	1.6	2.0
----------------------------	------	-----	-----	-----

TOTAL COMPREHENSIVE INCOME **-4.0** **0.0** **-20.1** **-3.7**

Result for the period attributable to the parent company's shareholders:

	-4.0	0.0	-20.1	-3.7
--	------	-----	-------	------

EARNINGS PER SHARE - BEFORE DILUTION (SEK) **-0.55** **0.00** **-2.71** **-0.50**

EARNINGS PER SHARE - AFTER DILUTION (SEK) **-0.55** **0.00** **-2.71** **-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 31 DECEMBER 2023

	31 DEC 2023	31 DEC 2022
MSEK		
ASSETS		
<i>Fixed assets</i>		
<i>Intangible assets</i>		
Goodwill	43.6	42.9
Other Intangible fixed assets	16.3	20.1
Total intangible fixed assets	60.0	63.0
<i>Tangible fixed assets</i>		
Property, plant and equipment	0.6	0.8
Total tangible fixed assets	0.6	0.8
<i>Financial assets</i>		
Shares in associated companies	0.0	0.0
Right of Use Assets	0.0	7.1
Deferred Tax	9.0	8.9
Total financial assets	9.0	16.1
Total fixed assets	69.5	79.9
<i>Current assets</i>		
Accounts receivable	11.5	15.3
Other receivables	5.1	4.5
Prepayments and accrued income	1.2	1.4
Total other current assets	17.8	21.2
<i>Cash and bank balances</i>	3.0	9.1
Total current assets	20.8	30.3
TOTAL ASSETS	90.3	110.1
EQUITY AND LIABILITIES		
<i>Equity</i>		
Share capital	-7.4	-7.4
Other contributed equity	-51.7	-57.1
Other equity incl. profit for the year	13.5	-1.1
Total equity	-45.6	-65.6
<i>Long-term liabilities</i>		
Other Provisions	-1.0	-1.2
Lease Liabilities	-0.8	-5.3
Other liabilities	-4.7	-7.6
Total long-term liabilities	-6.5	-14.2
<i>Current liabilities</i>		
Accounts payable	-12.6	-12.7
Invoice Discounting Loan	-10.0	-5.6
Current tax liabilities	0.0	0.0
Current Lease Liabilities	-0.8	-3.1
Other current liabilities	-10.2	-4.2
Accrued expenses and prepaid income	-4.6	-4.7
Total current liabilities	-38.2	-30.4
TOTAL EQUITY AND LIABILITIES	-90.3	-110.1

CONSOLIDATED CASH FLOW STATEMENT (SUMMARY)

JAN -
DEC
2023

JAN -
DEC
2022

The ongoing business

Operating profit	-17.4	-7.3
Adjusted revenue		
<i>Adjustments for items not included in cash flow</i>		
Depreciation and write-downs	7.1	10.2
Exchange losses	0.0	0.0
Other non-cash items	0.9	1.0
	-9.4	3.8
Financial items	-3.3	-1.5
Paid income tax	0.4	0.7

Cash flow from operating activities before changes in working capital

-12.3 **3.0**

Changes in working capital

Change in receivables	3.8	3.8
Change in current liabilities	5.2	-0.7

Cash flow from current operations

-3.3 **6.1**

Investing activities

Acquisition of intangible fixed assets	-1.4	-0.8
Acquisition of tangible fixed assets	-0.1	-0.4
Acquisition of financial fixed assets	0.0	0.0
Sales of financial fixed assets	0.0	0.0

Cash flow from investing activities

-1.5 **-1.3**

Financing activities

Rights issue	0.0	0.0
Issuing Costs	0.0	0.0
Borrowings	9.5	4.2
Repayments including Lease payments	-10.9	-6.3

Cash flow from financing activities

-1.3 **-2.1**

Cash flow for the period

-6.2 **2.8**

Cash and cash equivalents at the beginning of the period

9.1 6.7

Exchange rate differences at the end of the period

0.1 0.2

LIQUID FUNDS AT THE END OF THE PERIOD

3.0 **9.1**

31 31

DEC DEC

2023 2022

SUMMARY STATEMENT OF CHANGES IN EQUITY

MSEK

Opening Balance	65.6	69.6
Issue of shares	0.0	-0.3
Reverse acquisition	0.0	0.0
Other	0.0	0.0
Total Comprehensive Income	-20.1	-3.7
Closing Balance	45.6	65.6

PARENT COMPANY FINANCIAL STATEMENTS

PARENT COMPANY INCOME STATEMENT

OCT - DEC 2023	OCT - DEC 2022	JAN - DEC 2023	JAN - DEC 2022
----------------------	----------------------	----------------------	----------------------

MSEK

Operating income

Revenue	0.0	0.0	0.0	0.0
Other operating income	0.8	1.3	3.8	4.7

TOTAL INCOME	0.8	1.3	3.8	4.7
---------------------	------------	------------	------------	------------

Operating expenses

Personnel Costs	-0.3	-0.6	-1.6	-2.2
Other operating expenses	-0.3	-0.3	-1.1	-1.2

TOTAL OPERATING EXPENSES	-0.6	-0.9	-2.6	-3.4
---------------------------------	-------------	-------------	-------------	-------------

EBITDA*	0.2	0.4	1.1	1.3
----------------	------------	------------	------------	------------

Financial items	-0.5	-0.2	-1.7	-0.7
Result from participation in group companies	0.0	0.0	0.0	0.0

PROFIT BEFORE TAX	-0.2	0.3	-0.6	0.6
--------------------------	-------------	------------	-------------	------------

Current tax	0.0	0.0	0.0	0.0
-------------	-----	-----	-----	-----

PROFIT AFTER TAX	-0.2	0.3	-0.6	0.6
-------------------------	-------------	------------	-------------	------------

OTHER COMPREHENSIVE INCOME

Items that could be reclassified to earnings

Exchange rate differences	0.0	0.0	0.0	0.0
---------------------------	-----	-----	-----	-----

TOTAL COMPREHENSIVE INCOME	-0.2	0.3	-0.6	0.6
-----------------------------------	-------------	------------	-------------	------------

Total profit for the period attributable to the parent company's shareholders:

Parent Company shareholders	-0.2	0.3	-0.6	0.6
-----------------------------	------	-----	------	-----

EARNINGS PER SHARE - BEFORE DILUTION (SEK)	0.0	0.0	-0.1	0.1
---	------------	------------	-------------	------------

EARNINGS PER SHARE - AFTER DILUTION (SEK)	0.0	0.0	-0.1	0.1
--	------------	------------	-------------	------------

PARENT COMPANY BALANCE SHEET (SUMMARY) AT 31 DECEMBER 2023

	31 DEC 2023	31 DEC 2022
MSEK		
ASSETS		
Fixed assets		
<i>Financial assets</i>		
Shares in subsidiaries	7.6	7.5
Total financial assets	7.6	7.5
Total fixed assets	7.6	7.5
Current assets		
Receivables	73.0	71.0
Total other current assets	73.0	71.0
<i>Cash and bank balances</i>	0.0	0.4
Total current assets	73.0	71.4
TOTAL ASSETS	80.6	79.0
EQUITY AND LIABILITIES		
Equity		
Share capital A shares	-0.2	-0.2
Share capital B shares	-7.2	-7.2
Share premium	-46.6	-46.6
Share issue costs	0.0	0.0
Other equity incl. profit for the year	-18.4	-18.9
Total equity	-72.4	-72.9
<i>Long-term liabilities</i>		
Other liabilities	-2.3	-5.4
Total long-term liabilities	-2.3	-5.4
<i>Current liabilities</i>		
Other liabilities	-5.9	-0.6
Total current liabilities	-5.9	-0.6
TOTAL EQUITY AND LIABILITIES	-80.6	-79.0



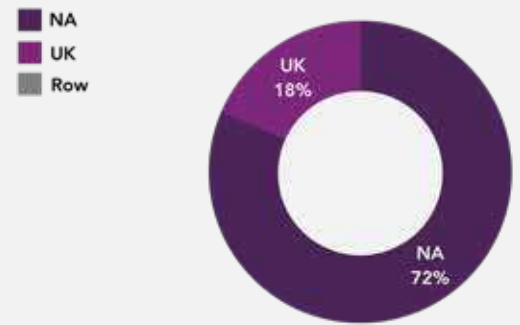
PARENT COMPANY CASH FLOW ANALYSIS (SUMMARY)

	JAN - DEC 2023	JAN - DEC 2022
The ongoing business		
Operating profit	1.1	1.3
Adjusted revenue		
Financial items	-1.7	-0.7
Cash flow from operating activities before changes in working capital	-0.6	0.6
Changes in working capital		
Change in receivables	-2.0	1.8
Change in current liabilities	0.3	0.0
Cash flow from current operations	-2.2	2.5
<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	1.9	-2.7
Cash flow from financing activities	1.9	-2.7
Cash flow for the period	-0.4	-0.2
<i>Cash and cash equivalents at the beginning of the year</i>	0.4	0.6
LIQUID FUNDS AT THE END OF THE PERIOD	0.0	0.4

REVENUE BY MARKET AND SERVICE

The North American offices generated 93.0 MSEK (111.7) of total revenue for 2023. This includes revenue for all Paid Media services which are managed from North America. Revenue for Q4 increased in line with expectations from 20.5 MSEK in Q3 to 25.7 MSEK in Q4, this was mainly due to increased paid media budgets in the last quarter of the year.

REVENUE BY OPERATION 2023



INCOME BY MARKET, MSEK

REVENUE

	Oct - Dec 2023	Oct - Dec 2022	Jan - Dec 2023	Jan - Dec 2022
GB	9.4	7.7	36.9	37.7
NORTH AMERICA	25.7	31.2	93.0	111.7
ROW	0.0	0.1	0.0	0.5
TOTAL OPERATING REVENUE	35.1	39.1	129.9	149.9

In the UK, total income for the year amounted to 36.9 MSEK (37.7). Although the proportion of revenue from the UK reduced as expected as higher budgets for paid media were implemented in North America. The total amount of revenue from the UK increased from 8.9 MSEK in Q3 to 9.4 MSEK in Q4 as expected.

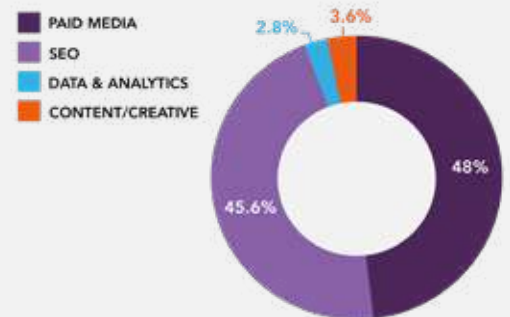
A total of 59.3 MSEK (81.5) of operating revenue for the year was generated by SEO. The reduction in revenue compared to the previous year was due to delays in signing new contracts, and some contracts that did not renew. Revenue from SEO was as expected for the last quarter of 2023.

Paid Media services in the year accounted for 62.3 MSEK (55.2) of revenue, exceeding SEO for the first time in Ayima's history.

Content / Creative accounted for 4.7 MSEK (7.3) of revenue in 2023.

Data & Analytics accounted for 3.6 MSEK (6.0) of operating revenue for the year. Revenue from this service declined as expected in Q4 as projects related to Google Analytics migrations were completed in Q2 and Q3.

REVENUE BY SERVICE 2023



REVENUE BY SERVICE, MSEK

REVENUE

	Oct - Dec 2023	Oct - Dec 2022	Jan - Dec 2023	Jan - Dec 2022
SEO	14.8	17.5	59.3	81.5
PAID MEDIA	18.7	19.5	62.3	55.2
CONTENT/CREATIVE	1.1	0.6	4.7	7.3
DATA & ANALYTICS	0.5	1.5	3.6	6.0
OTHER SERVICES	0.0	0.0	0.0	0.0
TOTAL OPERATING REVENUE	35.1	39.1	129.9	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 2023-12-31 there are 182 276 outstanding option programs.

DISCLOSURE AND CONDITIONS

ASSURANCE OF THE BOARD OF DIRECTORS

The Board ensures that the year end 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 February 2 2024 (2024-02-02).

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





CONTACT

Ayima Group AB (publ)

press@ayima.com

% RSM

Birger Jarlsgatan 57B

113 56 Stockholm

AUDITOR

BDO Sweden AB

Niklas Nordström

Karlavägen 100

115 26 Stockholm

MARKETPLACE

Nasdaq Stockholm AB

105 78 Stockholm

Tullvaktsvägen 15

Tel: +46 8 405 60 00

Euroclear Sweden AB

Klarabergsviadukten 63

111 64 Stockholm

Tel: +46(0)8-402 90 00