



Ayima Group AB (publ) **Interim Report**

January - September 2018

Revenue up 45.8% YoY. Margins Improve and EBITDA Positive in Q3.

YTD: Jan - Sep 2018

- Total Revenue amounted to 138.6 MSEK (95.0) an increase of 45.8% from the same period in 2017.
- Gross Profit amounted to 68.4 MSEK, (48.6) an increase of 40.8% from the same period in 2017
- Operating profit (EBITDA) before exceptional items amounted to -0.2 MSEK (-12.8).
- Profit after tax for the YTD amounted to -2.9 MSEK (-13.7)
- Total Comprehensive Income amounted to -0.6 MSEK (-15.9)
- Balance Sheet assets amounted to 142.3 MSEK (75.8) an increase of 88.1%
- Net cash increased by 2.9 MSEK in the period to 3.7 MSEK
- Earnings per share was -0.1 SEK (-3.05) in the period. Earnings per share after dilution amounted to -0.1 SEK (-3.05)

Q3: Jul - Sep 2018

- Total Revenue amounted to 54.9 MSEK (38.5) an increase of 42.8% from the same period in 2017.
- Gross Profit amounted to 24.6 MSEK, (14.5) an increase of 69.1% from the same period in 2017
- Operating profit (EBITDA) before exceptional items amounted to 2.0 MSEK (-2.7).
- Exceptional items relate to the acquisition of LeapThree near the end of the Quarter and the issuance of staff share options.
- Profit for the period after tax amounted to 0.1 MSEK (-2.6)
- Total Comprehensive Income amounted to -0.3 MSEK (-5.0)
- Net cash increased by 1.6 MSEK in the period to 3.7 MSEK
- Earnings per share was -0.05 SEK (-0.95) in the period. Earnings per share after dilution amounted to -0.05 SEK (-0.95)



Key Events: Nasdaq listing, Sales growth, Share option scheme restructuring, acquisition

- Sales growth continues at a healthy pace with a 42.8% increase from the same period in 2017. 2018 YTD revenue already exceeds 2017's full year revenue. Ayima will continue to focus on growth as a core strategy.
- Ayima's acquisition of LeapThree completed mid-September, this is the first quarter with LeapThree included in the financial results, although the contribution to the final result was minimal due to the acquisition completing late in the period.
- Ayima completed their move from Aktietorget/Spotlight to Nasdaq First North on 2018-09-06.
- Ayima rolled out a staff Share Options scheme , initially to its UK employees. The scheme is designed under the EMI (Enterprise Management Incentive) program to deliver significant tax benefits to staff. Options over 300,000 warrants were issued and the Options will vest at 25% per year for 4 years, whereby they can be converted to ordinary shares. Ayima expects the scheme to have a significant positive effect on staff loyalty and retention.



A MESSAGE FROM THE CEO

Dear Shareholders and Investors

Pleasingly, Ayima has shown a positive EBITDA result in The 3rd quarter of 2018, which was also Ayima's biggest ever period in terms of revenue, with 54.9 Msek, an increase of 42.8% from the previous year. The overall growth trend has seen the group increase sales by 45.8% year on year. While in recent years the 3rd quarter has been seasonally the biggest of the year, we expect the overall growth trend to continue into Q4 and the next financial year.

As we have stated in previous reports, we expect that the net margin will increase as a natural consequence of revenue growth over our stable fixed cost base and so we see no reason to look for cost savings in order to improve margins at the current time. Growth will continue to be our primary focus and we expect to continue the trend that we have consistently demonstrated month after month since our IPO. In particular, our North American operations are ready and able to increase their already impressive sales performance in our biggest geographical market and this will bring further margin improvements to the group.

Some big events took place during the 3rd quarter, including a platform move from Spotlight to Nasdaq First North that took place in early September. We felt strongly that Nasdaq is the natural home for a global digital and tech-focussed company such as ourselves. Being listed on Nasdaq will also serve to strengthen our reputation amongst our clients and potential clients around the world, many of whom are Nasdaq listed themselves. The move also allows better access for international investors to be able to trade the company's shares.

Additionally Ayima completed our first M&A activity as a publicly listed company, with the acquisition of Digital Analytics specialists LeapThree. Digital analytics is a perfect compliment to our other main services, and is a sector with particularly promising growth prospects globally . LeapThree may be a relatively small company, but the founders and staff bring with them a wealth of experience of the Digital Analytics field. Founders Peter O'Neill and Michael Feiner are well known personalities in the sector and also founded the leading global Analytics conferences, MeasureCamp and Digital Analytics Hub, respectively. The Integration of the new company has gone smoothly and we already see exciting cross-selling opportunities within our current client base that will allow Analytics to grow rapidly as profit centre for Ayima.

The company has successfully navigated itself out of the loss-making period of 2016/2017 and has emerged bigger and safer, with a far larger clients base and a consistent (and strong) growth trend. Our goal for the near future will be to further enhance our current rate of sales growth and continue to improve margins and cashflows for the long term.

All in all, Q3 has been extremely busy and productive period for the Ayima Group, and we're looking forward to push it even higher.

Yours Sincerely

Mike Jacobson
CEO



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The company has successfully navigated itself out of the loss-making period of 2016/2017 and has emerged bigger and safer.

OPERATIONS

REVENUE BY QUARTER AND YTD MSEK

	Jul - Sep 2018	Jul - Sep 2017	Jan - Sep 2018	Jan - Sep 2017
REVENUE	54.9	38.4	138.5	95.0

Ayima's strategy of growth through increasing revenue continues to show good results. With three months remaining in 2018, revenue for the year to September has exceeded total revenue for 2017 by 7%. With the acquisition of LeapThree now completed it will be fully consolidated in Ayima from Q4, we may expect this rapid growth in revenue to continue.

One-off costs in Q3 included legal costs associated with the EMI scheme and the final costs relating to the acquisition of LeapThree Limited, these are exceptional items and not part of normal operations.

FINANCIAL POSITION AND LIQUIDITY

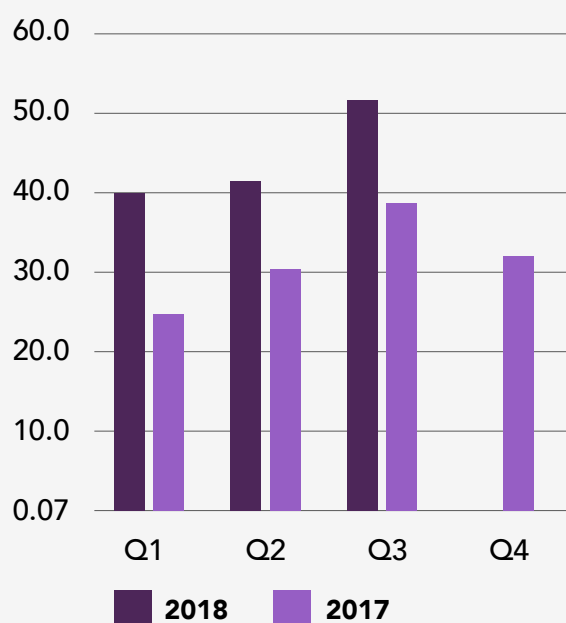
Liquid assets at the end of the period amounted to 36.3 MSEK (27.3). Cash and cash equivalents amounted to MSEK 3.7 (2.9) and accounts receivable 32.5 MSEK (24.4). Ayima have an Invoice Discounting facility that allows the company advance access to working capital which is tied up in the accounts receivable, 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 66.6 MSEK, including issued share capital 6.0 MSEK. Equity ratio was 80 (82) percent. A provision has been included for the potential total earn-out payments due to the sellers of LeapThree Limited in accordance with the Share Purchase Agreement.

CASH FLOW

Cash flow from operating activities before changes in working capital amounted to 0.5 MSEK. The change in working capital was 27.0 MSEK. Investments in tangible and intangible fixed assets amounted to -49.9 MSEK during the period. The majority of these amounts relate to the completion of the acquisition of LeapThree Limited. Cash flow from financing activities amounted to 25.8 MSEK. Net cash increased by 2.9 MSEK in the period.

Revenue By Quarter (MSEK)



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). 213,503 shares were owned by the EBT at 2018-09-30.

Additionally, during Q2 300,000 warrants were issued as part of a new staff incentive program. The 300,000 warrants will vest at a rate of 25% per year for 4 years from May 2019, when they can be converted to ordinary shares. A provision for these shares has been made in Equity and the accrued cost of these share based payments from 2018-05-01 to the end of Q3 has been recognised in the Consolidated Income Statement.

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD

On 2018-09-06 Ayima changed trading platform from Spotlight (previously Aktietorget) to Nasdaq First North. Nasdaq is the natural home for tech-focussed companies like Ayima and it marks the start of a new phase of Ayima's growth and development as a business. Ayima Group has appointed Eminova Fondkommission AB as the Certified Adviser.

On 2018-09-17 Ayima completed the acquisition of LeapThree Limited. The final purchase price was GBP2.175M (25 MSEK), and consideration was paid as a combination of 811,462 shares in Ayima Group AB, at the 15 day average traded price of 25.3 SEK and the remainder in cash. Financing of the cash component was funded by a short term loan of 4.0 MSEK to be repaid in full by 2018-12-31. The deal also includes provisions for an earn-out that will provide a strong incentive for profit growth in the following three years, a provision for this earn-out has been recorded in the consolidated financial statements at the end of the quarter. LeapThree have relocated their operations to Ayima's London headquarters at 1 Lindsey Street. The Board expects that the addition of this rapidly growing and cash generative company will enhance the Group's product offering and financial performance and result in a significant increase in shareholder value.

With regard to the second potential acquisition which was announced in August, Ayima released an update on 2018-10-01 to inform the market that they would not proceed with the acquisition. After entering the Due Diligence and SPA negotiation process, it became apparent that recent financial performance of the acquisition target has not been at the expected level. Ayima remains committed to further M&A activity as a way of accelerating growth and product development and the team is considering several other potential acquisition targets at the current time. The Board will inform the market should any of those opportunities progress to contract stage.

As the Company's business is expanding rapidly and to best meet the Company's auditing needs, the Board decided to appoint the auditor firm, BDO, who it currently uses in its biggest market, United Kingdom. The Board of the Company hold that BDO will be able to provide better overall support and services for the Company to cope with the its future business development. Ayima held an Extraordinary General Meeting on 2018-10-19 to appoint BDO Sweden AB, with Niclas Nordström as the auditor in charge, as new statutory auditor of the Company for 2018.

In early November Ayima UK completed the annual ISO27001 audit and has maintained the certification for the next 12 months.

Ayima's training programme Insights Training has held further events since its launch in May. The second SEO course took place in New York on 2018-11-07, this session was designed to help marketers better understand what SEO is and how impactful it can be in their company's digital strategy. Providing attendees with a full understanding of Technical SEO, Keyword Research, and Content Strategy as well as the techniques and resources needed to implement them into their current marketing efforts.



This session in New York was closely followed by Content Marketing training which was hosted again at the iconic Gherkin building in London on 2018-11-08, this course was crafted to teach attendees how to create a fresh, bespoke strategy to grow their content marketing efforts, whether that means creating it from scratch or improving one that has been used for years.

A further Insights Live event in New York took place also on 2018-11-08 Themed around the Black Friday and Christmas holidays taking place over the next two months, this event had presentations from LeapThree and Ayima which explored the relationship between the Holidays and marketing, looking into how different industries tackle seasonality and adjust their digital strategy to achieve greater results across all marketing channels – ultimately achieving greater ROI.

More events are planned in the coming months, with a focus on Data to highlight the recent acquisition of LeapThree while continuing to grow the cross-sell opportunities between the shared blue-chip client base.

Further to the potential write down that was announced in a press release on 2018-06-20, Ayima continues to work with this client to mitigate the potential loss and no write-down has been deemed necessary thus far. This item in particular will be reviewed in line with IFRS 9 Financial Instruments as part of the year end procedures.

MARKET TRENDS

On Friday 2018-10-05 Facebook sent an email to advertisers and brands that announced it would be adding a 'First party cookie option' to its pixel on 24th October. Apple, through their Safari browser, have "declared war" on third-party cookie tracking in an effort to stop pixels (such as Facebook's) from being able to track and collect data on user behaviour. This was introduced through their Intelligent Tracking Prevention (ITP) last year. Until now, the Facebook Pixel has operated purely on third-party cookies and with these updates, it will likely become a lot less effective. In general, first-party cookies give the domain owner greater control over the data their site is collecting on users. This shows that Facebook is adapting to both the Apple Safari updates and GDPR. Providing marketers remain opted in to the changes, they shouldn't see any change to their Paid Media campaign performance or tracking. In fact, they will likely see data become more accurate and robust through first-party cookies rather than their third-party counterparts.

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

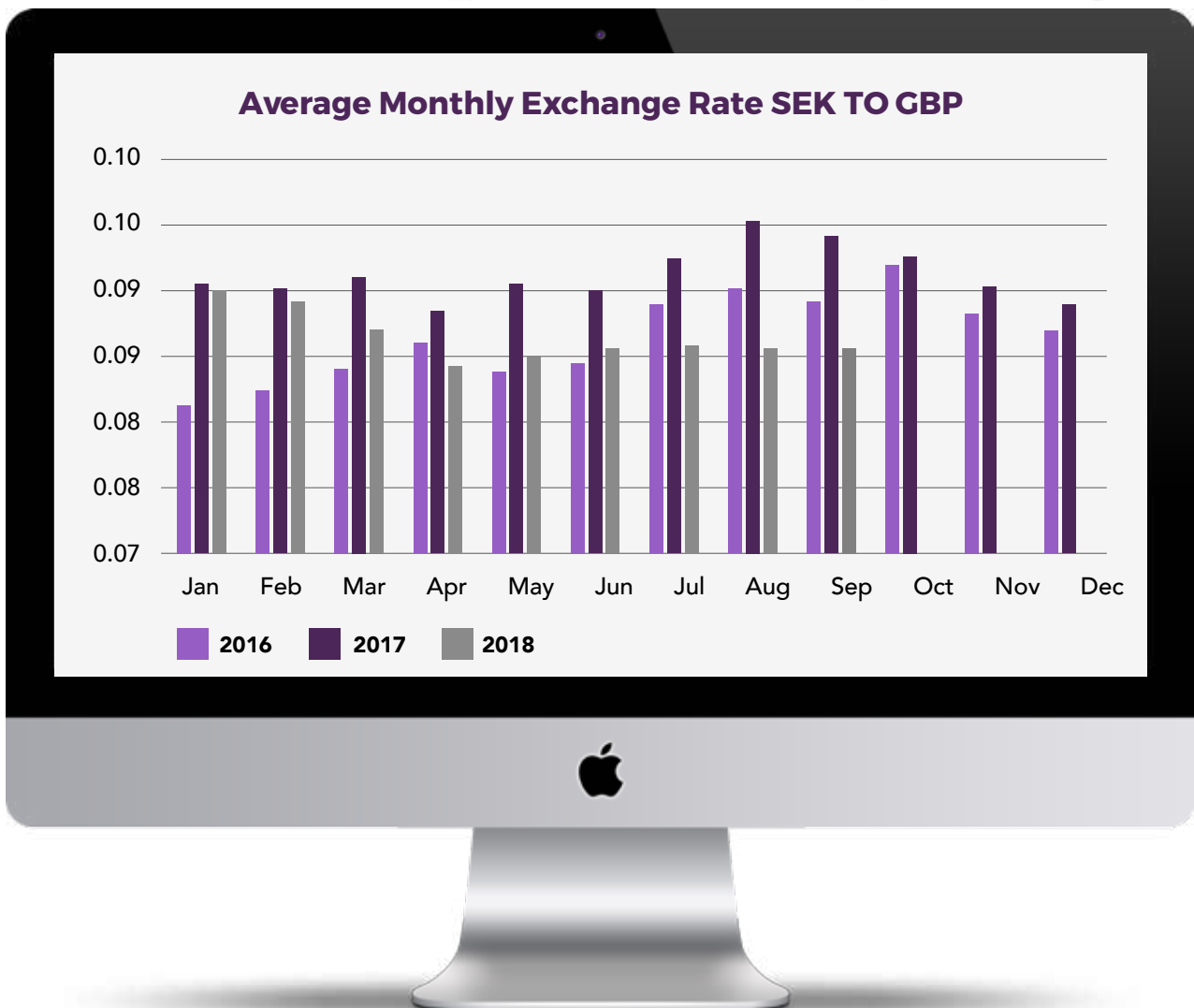


Ayima is considered to have a good spread of risks across companies and sectors. Brexit continues to pose a risk to Ayima, as it does to any company operating in Britain. The company will respond to any Brexit related events as they occur, promptly and efficiently. Operational risks are handled in a structured manner through well-established processes. Along with the existing graduate recruitment programs and staff training initiatives, Ayima has rolled out the employee share scheme. All of these initiatives will promote high staff retention, thereby mitigating operational risks.



The company will respond to any Brexit related events as they occur, promptly and efficiently.

Currency variance risks related to fluctuations in the exchange rate can have an impact on Ayima when reporting in SEK. Day to day operations are not significantly impacted as revenue and costs are mainly in the same currency in each market. The chart below shows the fluctuation in exchange rates from GBP to SEK from January 2016 to September 2018, demonstrating the continued instability in exchange rates since the Brexit vote. Credit risk is limited since Ayima only accepts creditworthy counterparties.



*source: oanda.com average monthly rate Jan 2016 - Sep 2018



RELATED PARTY TRANSACTIONS

Apart from remuneration to the Board and senior executives, Ayima continues to provide several services to Gaming Realms PLC. Mark Segal is a director of both Gaming Realms plc and Ayima Limited, and is an independent director of Ayima Group AB. Transactions with Gaming Realms are treated at arm's length.

The loan with the Ayima Employee Benefit Trust 2011, to the value of 2.5 MSEK remains outstanding. This is considered to be a related party transaction because Michael Nott and Timothy Webb act as trustees of the Ayima EBT, as well as board members of Ayima Group AB.

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 subsidiary Ayima Holdings Ltd's and Ayima Nordic AB's shares on 2017-01-31. The acquisition is reported as a reverse acquisition, which means that Ayima Holdings Ltd is regarded as the accounting acquirer and Ayima Group AB (publ) that it acquired.

Payment was made through newly issued shares in the Parent Company, corresponding to a shareholding of 3,500,000 SEK. We made a prior period adjustment and amended the accounting of Goodwill in relation to the acquisition in 2016 of QTM, this is reflected in the 2017 comparative figures in the financial statements. Regarding the reverse acquisition we have made corrections to the amounts recorded in the Statement of Changes in Equity for the 2017 comparative period.

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).



FINANCIAL OBJECTIVES

The opportunity for cross-selling services between Ayima and LeapThree clients is considerable, this will be a focus for the company in the coming months as LeapThree becomes fully integrated in the Ayima Group.

The board of Ayima Group AB continues to pursue the acquisition strategy announced in January. Acquisitions and increased sales will continue to provide the best return for the company and its shareholders.

Ayima will continue to manage cash flow and costs to ensure the current trend towards a return to profitability continues.

NUMBER OF SHARES, SHARE CAPITAL AND EARNINGS PER SHARE

At the end of the period, the company had 6 046 462 shares (A 226 800 B 5 819 662). The share capital was 6 046 462 SEK. Earnings per share for the quarter amounted to -0.05 SEK (-0.95). Price per share at closing at the end of the period (2018-09-28) was 27.1 SEK. The number of options granted to staff was 272,547. Earnings per share after dilution amounted to -0.05 SEK (-0.95)

Shareholding at 2018-09-30	No A Shares	No B Shares	Control %	Capital %
New Equity Ventures		1,252,964	15.5%	20.7%
Michael Jacobson	66,666	839,157	18.6%	15.0%
Michael Nott	66,667	820,837	18.4%	14.7%
Timothy Webb	66,667	870,837	19.0%	15.5%
Michael Feiner	15,000	390,731	6.7%	6.7%
Peter O'Neill	11,800	301,441	5.2%	5.2%
Gaming Realms PLC		347,487	4.3%	5.7%
Digital Spine AB		16,500	0.2%	0.3%
Ayima EBT		213,502	2.6%	3.5%
Other		766,206	9.5%	12.7%
Total	226800	5,819,662	100%	100%

FURTHER REPORTS

Interim report Q4 2018

- 2019-02-21

Annual Report 2018

- 2019-04-11



CONSOLIDATED FINANCIAL STATEMENTS

SUMMARY CONSOLIDATED INCOME STATEMENT

	JUL - SEP 2018	JUL - SEP 2017	JAN- SEP 2018	JAN - SEP 2017	JAN - DEC 2017
MSEK					
<i>Operating income</i>					
Sales	54.9	38.5	138.6	95.0	129.6
TOTAL INCOME	54.9	38.5	138.6	95.0	129.6
<i>Direct expenses</i>					
Direct expenses	-30.3	-23.9	-70.1	-46.4	-60.8
GROSS PROFIT	24.6	14.5	68.4	48.6	68.8
<i>Operating expenses</i>					
Personnel costs	-16.9	-13.0	-50.3	-44.6	-59.8
Other operating expenses	-5.7	-4.3	-18.3	-16.9	-24.2
OPERATING EXPENSES	-22.5	-17.2	-68.6	-61.4	-84
EBITDA*	2.0	-2.7	-0.2	-12.8	-15.2
Depreciation	-0.5	0.1	-1.5	-0.9	-2.1
Exceptional Items	-1.6	0.0	-1.8	0.0	0.0
Financial Items	-0.3	0.0	-0.8	0.0	-0.2
PROFIT BEFORE TAX	-0.4	-2.6	-4.2	-13.7	-17.5
Current tax	0.5	0.0	1.3	0.0	6.8
Minority share of profit for the period	0.0	0.0	0.0	0.0	0
PROFIT AFTER TAX	0.1	-2.6	-2.9	-13.7	-10.7

OTHER COMPREHENSIVE INCOME

Items that could be reclassified to earnings

Exchange rate differences	-0.4	-2.4	2.3	-2.2	-0.6
TOTAL COMPREHENSIVE INCOME	-0.3	-5.0	-0.6	-15.9	-11.3
<i>Total profit for the period attributable to the parent company's shareholders:</i>	-0.3	-5.0	-0.6	-15.9	-11.3
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	-0.05	-0.95	-0.10	-3.05	-2.1
EARNINGS PER SHARE - AFTER DILUTION (SEK)	-0.05	-0.95	-0.10	-3.05	-2.1

SUMMARY CONSOLIDATED BALANCE SHEET AT 30 SEPTEMBER 2018

	30 SEP 2018	30 SEP 2017	31 DEC 2017
MSEK			
ASSETS			
<i>Fixed assets</i>			
<i>Intangible assets</i>			
Goodwill	66.0	23.1	22.6
Other Intangible fixed assets	18.3	12.3	13.7
Total intangible fixed assets	84.3	35.5	36.3
<i>Tangible fixed assets</i>			
Property, plant and equipment	3.4	3.2	3.1
Total tangible fixed assets	3.4	3.2	3.1

Financial assets			
Shares in associated companies	2.9	2.7	2.8
Deferred Tax	4.9	0.0	3.5
Total financial assets	7.8	2.7	6.3
Total fixed assets			
	95.4	41.4	45.7
Current assets			
Accounts receivable	32.5	24.4	16.9
Other receivables	8.3	5.4	8
Prepayments and accrued income	2.3	1.7	1.4
Total other current assets	43.2	31.5	26.3
Cash and bank balances	3.7	2.9	0.9
Total current assets	46.9	34.4	27.2
TOTAL ASSETS	142.3	75.8	72.9

EQUITY AND LIABILITIES

Equity			
Share capital	6.0	5.2	-5.2
Other contributed equity	63.5	51.3	-34.9
Other equity incl. profit for the year	-2.9	-14.8	-6.3
Total equity	66.6	41.7	-46.4
Minority interest	0.0	0.0	0
Long-term liabilities			
Other Provisions	22.7	0.0	
Other liabilities	0.8	1.7	-1.5
Total long-term liabilities	23.5	1.7	-1.5
Current liabilities			
Accounts payable	8.5	21.7	-11.4
Invoice Discounting Loan	7.4	5.4	-4.6
Current tax liabilities	0.9	0.0	0
Other current liabilities	21.6	4.3	-6.3
Accrued expenses and prepaid income	14.0	1.0	-2.8
Total current liabilities	52.3	32.4	-25.1
TOTAL EQUITY AND LIABILITIES	142.3	75.8	-73

CONSOLIDATED CASH FLOW STATEMENT (SUMMARY)

	JAN - SEP 2018	JAN - SEP 2017	JAN - DEC 2017
The ongoing business			
Operating profit	-3.5	-13.7	-17.2
Adjusted revenue			
<i>Adjustments for items not included in cash flow</i>			
Depreciation and write-downs	1.5	0.9	2.1
Exchange losses	0.0	0.0	-0.4
Minority interests	0.0	0.0	0
Other non-cash items	0.0	0.0	1.2
	-2.0	-12.8	-14.3
Financial items	-0.8	0.0	-0.2
Paid income tax	3.3	0.6	0
Cash flow from operating activities before changes in working capital	0.5	-12.3	-14.5
<i>Changes in working capital</i>			
Change in receivables	-19.5	-12.5	-3.9
Change in current liabilities	45.9	13.4	7.5
Cash flow from current operations	27.0	-11.4	-11

Investing activities

Acquisition of intangible fixed assets	-48.0	-0.9	-4.2
Acquisition of tangible fixed assets	-1.8	-0.3	-0.7
Acquisition of financial fixed assets	-0.1	0.2	0
Sales of financial fixed assets	0.0	0.0	0
Cash flow from investing activities	-49.9	-1.0	-4.9

Financing activities

Rights issue	0.8	11.4	14.2
Issuing Costs	0.0	-1.5	-1.5
Borrowings	25.0	3.8	2.6
Transaction with minority shareholders	0.0	0.0	0
Cash flow from financing activities	25.8	13.8	15.3

Cash flow for the period

<i>Cash and cash equivalents at the beginning of the period</i>	<i>0.9</i>	<i>1.5</i>	<i>1.5</i>
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LIQUID FUNDS AT THE END OF THE PERIOD	3.7	2.9	0.9
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SUMMARY STATEMENT OF CHANGES IN EQUITY	30 SEP 2018	30 SEP 2017	31 DEC 2017
MSEK			
Opening Balance	46.3	24.8	24.8
Issue of shares	0.8	16.2	16.2
Reverse acquisition	0.0	16.7	16.7
Other	20.1	0	0
Total Comprehensive Income	-0.8	-16	-11.4
Closing Balance	66.5	41.7	46.3

PARENT COMPANY FINANCIAL STATEMENTS

PARENT COMPANY INCOME STATEMENT	JUL - SEP 2018	JUL - SEP 2017	JAN- SEP 2018	JAN - SEP 2017	JAN - DEC 2017
MSEK					
<i>Operating income</i>					
Revenue	0	0	0	0.0	0
Other operating income	1.4	0	1.4	0.0	0
TOTAL INCOME	1.4	0	1.4	0.0	0
<i>Operating expenses</i>					
Other operating expenses	-0.3	-0.6	-0.7	-0.7	-0.9
TOTAL OPERATING EXPENSES	-0.3	-0.6	-0.7	-0.7	-0.9
EBITDA*	1.1	-0.6	0.7	-0.7	-0.9
Financial items	-0.3	0	-0.4	0.0	0
PROFIT BEFORE TAX	0.8	-0.6	0.3	-0.7	-0.9
Current tax	0	0	0	0.0	0
PROFIT AFTER TAX	0.8	-0.6	0.3	-0.7	-0.9

OTHER COMPREHENSIVE INCOME

Items that could be reclassified to earnings

Exchange rate differences	0	0	0	0	0
TOTAL COMPREHENSIVE INCOME	0.8	-0.6	0.3	-0.7	-0.9
<i>Total profit for the period attributable to the parent company's shareholders:</i>					
Parent Company shareholders	0.8	-0.6	0.3	-0.7	-0.9
EARNINGS PER SHARE - BEFORE DILUTION (SEK)	0.1	-0.1	0.0	-0.1	-0.2
EARNINGS PER SHARE - AFTER DILUTION (SEK)	0.1	-0.1	0.0	-0.1	-0.2

PARENT COMPANY BALANCE SHEET (SUMMARY) AT 30 SEPTEMBER 2018

	30 SEP 2018	30 SEP 2017	31 DEC 2017
MSEK			
ASSETS			
<i>Fixed assets</i>			
<i>Financial assets</i>			
Shares in subsidiaries	30.4	3.5	3.5
Total financial assets	30.4	3.5	3.5
Total assets	30.4	3.5	3.5
<i>Current assets</i>			
Receivables	18.7	11.3	12.1
Total other current assets	18.7	11.3	12.1
Cash and bank balances	0.1	1.0	0.1
Total current assets	18.8	12.2	12.1
TOTAL ASSETS	49.2	15.8	15.7
EQUITY AND LIABILITIES			
<i>Equity</i>			
Share capital A shares	-0.2	-0.2	-0.2
Share capital B shares	-5.8	-5.0	-5.0
Share premium	-31.5	-11.0	-11.0
Share issue costs	0.0	0.0	0.0
Other equity incl. profit for the year	1.3	0.7	0.9
Total equity	-36.3	-15.6	-15.4
<i>Current liabilities</i>			
Other liabilities	-12.9	-0.2	-0.3
Total current liabilities	-12.9	-0.2	-0.3
TOTAL EQUITY AND LIABILITIES	-49.2	-15.8	-15.7

PARENT COMPANY CASH FLOW ANALYSIS (SUMMARY)

	JAN - SEP 2018	JAN - SEP 2017	JAN - DEC 2017
The ongoing business			
Operating profit	0.5	-0.7	-0.9
Adjusted revenue			
Financial items	-0.9	0	0.0
Cash flow from operating activities before changes in working capital	-0.4	-0.7	-0.9
Changes in working capital			
Change in receivables	-6.6	-11.2	-12.1
Change in current liabilities	9.9	0.1	0.3
Cash flow from current operations	2.9	-11.8	-12.7
Investing activities			
Acquisition of financial fixed assets	-26.9	-3.5	0
Sales of financial fixed assets	0	0	0
Cash flow from investing activities	-26.9	-3.5	-
Financing activities			
Rights issue	21.4	17.7	14.2
Issuing Costs	0	-1.5	-1.5
Borrowings	2.7	0	0
Cash flow from financing activities	24.1	16.2	12.7
Cash flow for the period	0.0	0.9	0.1
Cash and cash equivalents at the beginning of the year	0.1	0.1	0
LIQUID FUNDS AT THE END OF THE PERIOD	0.1	1.0	0.1

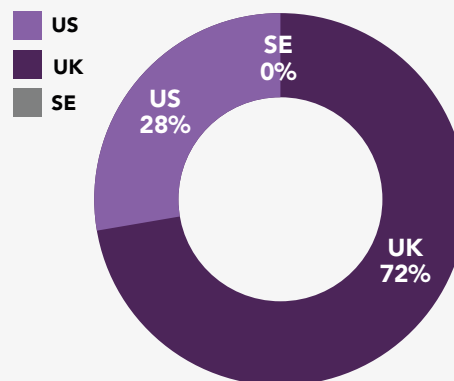


INCOME BY MARKET AND SERVICE

Both the North American and UK operations are performing well in terms of revenue growth this year. The North American operation which includes the offices in New York, Raleigh, San Francisco and Vancouver have increased their sales by 40% year on year. The North American office has the greatest potential for growth in the coming periods.

The UK operation, based at Ayima headquarters in London has increased its revenue by 49% compared with the same period last year.

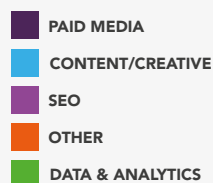
REVENUE BY OPERATION 2018 YTD



INCOME BY MARKET, MSEK

	Jul - Sep 2018	Jul - Sep 2017	Jan - Sep 2018	Jan - Sep 2017	Full Year 2017
INCOME					
GB	41.0	28.6	100.4	67.2	87.7
US & CA	13.9	9.8	38.1	27.2	41.3
SE	0.0	0.0	0.1	0.6	0.6
TOTAL INCOME	54.9	38.5	138.6	95.0	129.6

REVENUE BY SERVICE YTD



Income from SEO accounted for 43% of total income for the year to date in 2018, revenue in this sector has increased by 41% from the same period in 2017. Ayima's own tools and solutions form an important part of the USPs which are contributing to this growth.

Paid Media accounted for 55% of income for the year to date. Growth in this area is through acquiring new clients as well as increasing services with existing clients.

In Q4 we will see a greater impact from the Data and analytics sector after the LeapThree acquisition, as that becomes fully integrated into the group reporting.

INCOME BY MARKET, MSEK

	Jul - Sep 2018	Jul - Sep 2017	Jan - Sep 2018	Jan - Sep 2017	Full Year 2017
INCOME					
SEO	21.8	14.1	59.8	42.3	60.3
PAID MEDIA	30.6	21.8	71.3	45.9	60.3
CONTENT/CREATIVE	1.7	1.6	6.4	5.5	7.3
DATA & ANALYTICS	0.4	0.0	0.4	0.0	0.0
OTHER	0.4	0.9	0.7	1.2	1.7
TOTAL INCOME	54.9	38.5	138.6	95.0	129.6

GLOSSARY

ARTIFICIAL INTELLIGENCE (AI)

AI or artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems

MACHINE LEARNING (ML)

Machine learning is a field of computer science that gives computers the ability to learn without being explicitly programmed.

DATA SCIENCE

Data Science is an interdisciplinary field of scientific methods, processes, and systems to extract knowledge or insights from data in various forms, either structured or unstructured, similar to data mining.

DATA MINING

The practice of examining large pre-existing databases in order to generate new information.

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).

CONVERSION RATE OPTIMISATION (CRO)

In internet marketing, conversion optimization, or conversion rate optimization is a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage.

EARNINGS PER SHARE - BEFORE DILUTION

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

EARNINGS PER SHARE - AFTER DILUTION

Earnings per share, profit divided by existing shares plus any outstanding options program. As of today there are 272,547 outstanding option programs.

EBITDA

Profit from operations before deducting Interest, Tax, Depreciation, Amortisation and Exceptional Items

FACEBOOK PIXEL

A Facebook pixel is an analytics tool that consists of a code that you can put on your website. The pixel fires to track site visitors. This data allows you to retarget those users with Facebook ads in the future, as well as see what they're doing on your site when they return.



DISCLOSURE AND CONDITIONS

ASSURANCE OF THE BOARD OF DIRECTORS

Both the North American and UK operations are performing well in terms of revenue growth this year. The North American operation which includes the offices in New York, Raleigh, San Francisco and Vancouver have increased their sales by 40% year on year. The North American office has the greatest potential for growth in the coming periods.

The UK operation, based at Ayima headquarters in London has increased its revenue by 49% compared with the same period last year.

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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 22 2018 (2018-11-22).

BOARD

Michael Jacobson

Member & CEO

Michael Nott

Member & Chairman

Bjorn Mannerqvist

Member

Mark Segal

Member

Timothy Webb

Member

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





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