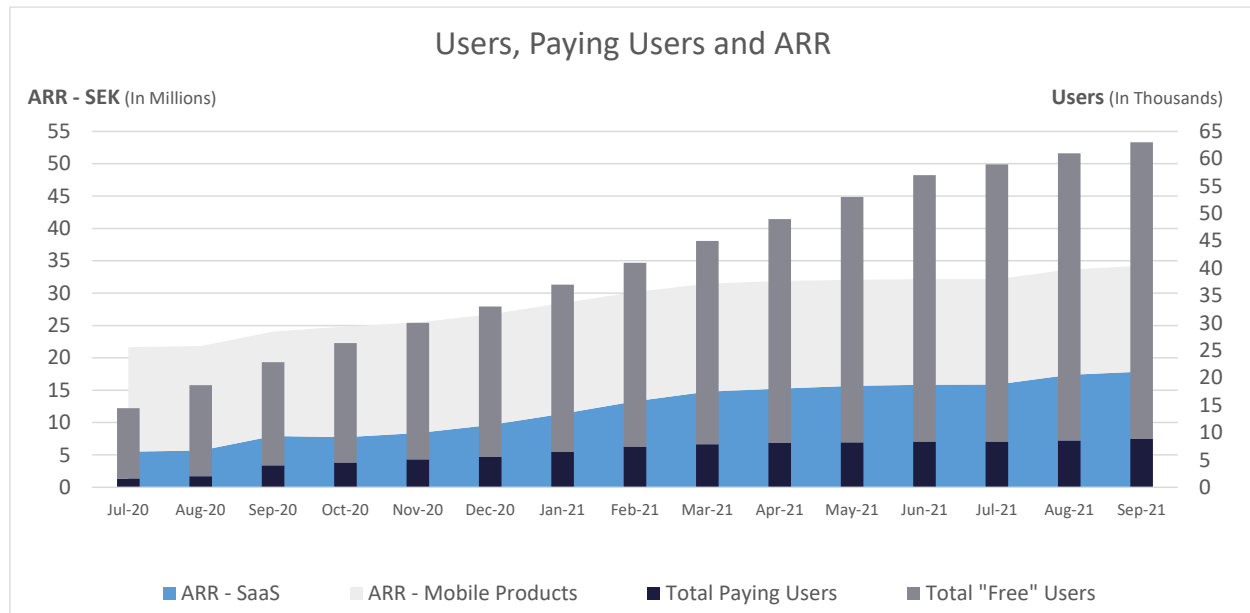


Hoylu AB: Total ARR increased 2% in September

Stockholm, Sweden, October 8, 2021 – Hoylu, a leader in visual collaboration solutions for distributed teams, today announced user numbers and Annual Recurring Revenue (“ARR”) as of the end of September 2021.

- The number of Total Users reached 63,000, up 3% from 61,000 at the end of August 2021.
- The number of Paying Users grew to 8,793, up 4% from 8,488 at the end of August 2021.
- Annual Recurring Revenue, including long term mobile contracts, reached MSEK 34.2 as of the end of September 2021, up 2% from MSEK 33.7 as of the end of August 2021.



Description	Sep-20	Jun-21	Aug-21	Sep-21	Growth		
					Month/Month	Quarter/Quarter	Year/Year
ARR - Total	24.0	32.2	33.7	34.2	2%	6%	42%
ARR - SaaS	7.9	15.8	17.4	17.9	3%	13%	126%
ARR - Mobile Products	16.1	16.3	16.3	16.3	0%	0%	1%
Total Users	22.8	57.0	61.0	63.0	3%	11%	176%
Total Paying Users	4.0	8.3	8.5	8.8	4%	6%	122%
Total "Free" Users	18.9	48.7	52.5	54.2	3%	11%	187%

Notes: Fluctuations in foreign exchange rates may impact ARR. Hoylu utilizes the average foreign exchange rate for the trailing 12 months to calculate ARR.

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About Hoylu

Hoylu's visual collaboration technology empowers distributed teams to translate ideas into actions. Large enterprises as well as small and medium companies rely on Hoylu to run projects, programs, and initiatives across time zones and continents as seamlessly as when working in the same room.

For more information: www.hoylu.com

Try Hoylu for free: <https://app.hoylu.com/>

Ticker symbol: Hoylu

Marketplace: Nasdaq First North Growth Market

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Publication

This information is information that Hoylu AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08:30 CEST on October 8, 2021.