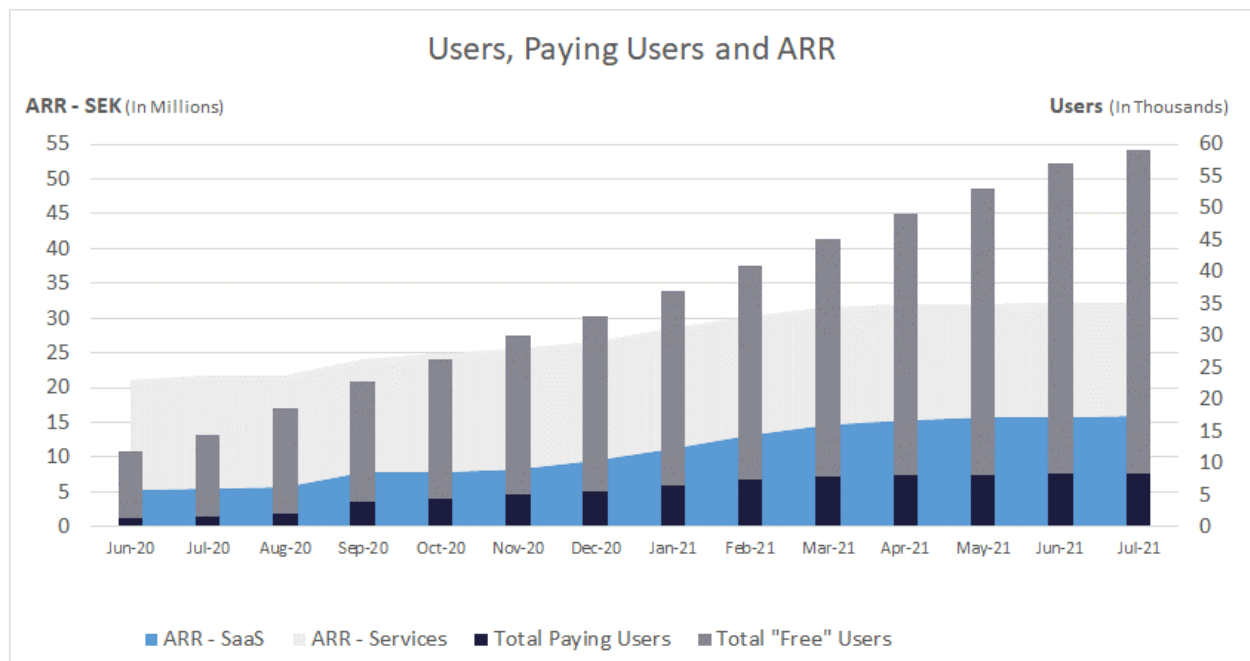


## Hoylu AB: Number of users increased 4% in July

Stockholm, Sweden, August 06, 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 June 2021.

- The number of Total Users reached 59,000, up 4% from 57,000 at the end of June 2021.
- The number of Paying Users grew to 8,302, up 1% from 8,275 at the end of June 2021.
- ARR, including long term service contracts, remained at MSEK 32.2 as of the end of July 2021.



| Description        | Jul-20 | Apr-21 | Jun-21 | Jul-21 | Month/Month | Growth          |           |
|--------------------|--------|--------|--------|--------|-------------|-----------------|-----------|
|                    |        |        |        |        |             | Quarter/Quarter | Year/Year |
| ARR - Total        | 21.6   | 31.9   | 32.2   | 32.2   | 0%          | 1%              | 49%       |
| ARR - SaaS         | 5.5    | 15.3   | 15.9   | 15.9   | 0%          | 4%              | 189%      |
| ARR - Services     | 16.1   | 16.6   | 16.3   | 16.3   | 0%          | -2%             | 1%        |
| Total Users        | 14.5   | 49.0   | 57.0   | 59.0   | 4%          | 20%             | 308%      |
| Total Paying Users | 1.6    | 8.1    | 8.3    | 8.3    | 0%          | 3%              | 423%      |
| Total "Free" Users | 12.9   | 40.9   | 48.7   | 50.7   | 4%          | 24%             | 294%      |

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](http://www.hoylu.com)

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

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 August 6, 2021.