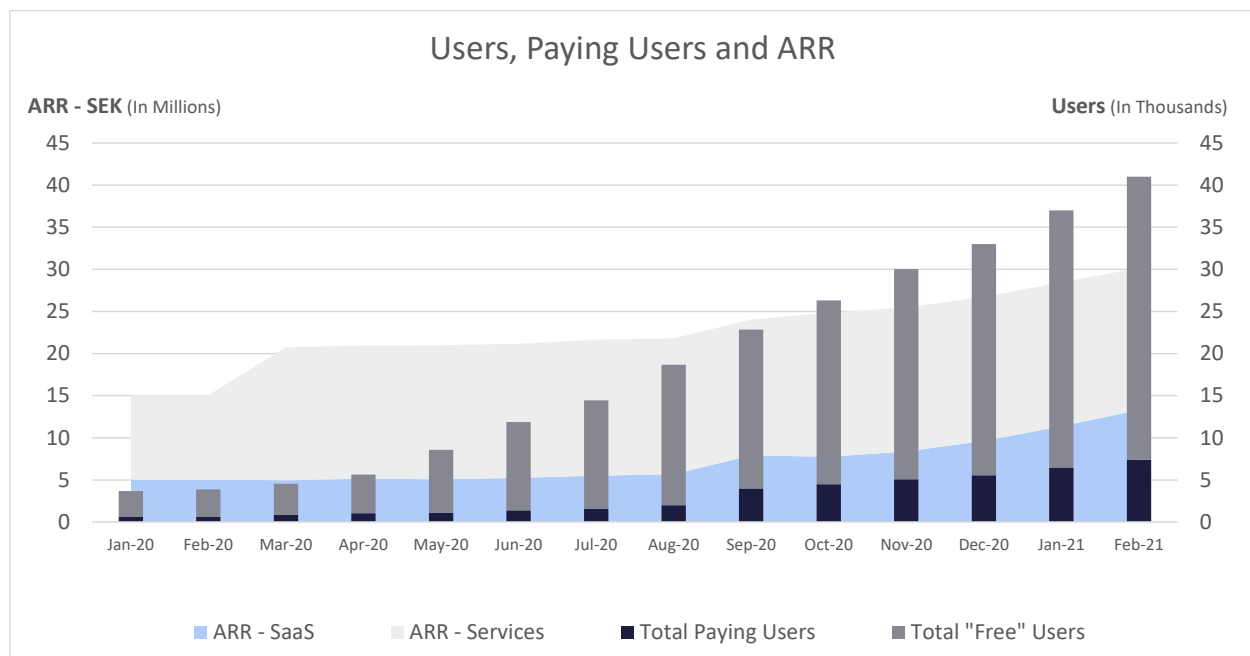


HOYLU AB ANNOUNCES USER NUMBERS AND ARR FOR FEBRUARY 2021

Stockholm, Sweden, March 4, 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 February 2021.

- The number of Total Users reached 41,000, up 11% from 37,000 at the end of January 2021.
- The number of Paying Users grew to 7,400, up 14% from 6,500 at the end of January 2021.
- ARR, including long term service contracts, reached MSEK 30.2 as of the end of February 2021, up 6% from MSEK 28.5 as of the end of January 2021.



Description	Feb-20	Nov-20	Jan-21	Feb-21	Growth		
					Month/Month	Quarter/Quarter	Year/Year
ARR - Total	15.1	25.5	28.5	30.2	6%	18%	100%
ARR - SaaS	5.0	8.4	11.4	13.3	17%	59%	164%
ARR - Services	10.0	17.1	17.1	16.9	-1%	-1%	69%
Total Users	3.9	29.2	37.0	41.0	11%	40%	959%
Total Paying Users	0.6	4.3	6.5	7.4	14%	73%	1114%
Total "Free" Users	3.3	25.0	30.5	33.6	10%	35%	930%

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

For more information, please contact:

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About Hoylu

Hoylu's mission is to empower distributed teams to collaborate easily and seamlessly while always staying in sync. Hoylu's Connected Workspaces™ helps enterprises as well as small and medium companies run projects, programs, and initiatives across time zones and continents with the same level of engagement and clarity as if everyone were working in the same room.

For more information: 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 CET on February 4, 2021.