

Hoylu AB: Continues to build momentum within Construction Industry

Stockholm, Sweden, February 11, 2022 – Hoylu, a leader in visual collaboration solutions for distributed teams, today announced user numbers and Annual Recurring Revenue (“ARR”) as of the end of January 2022.

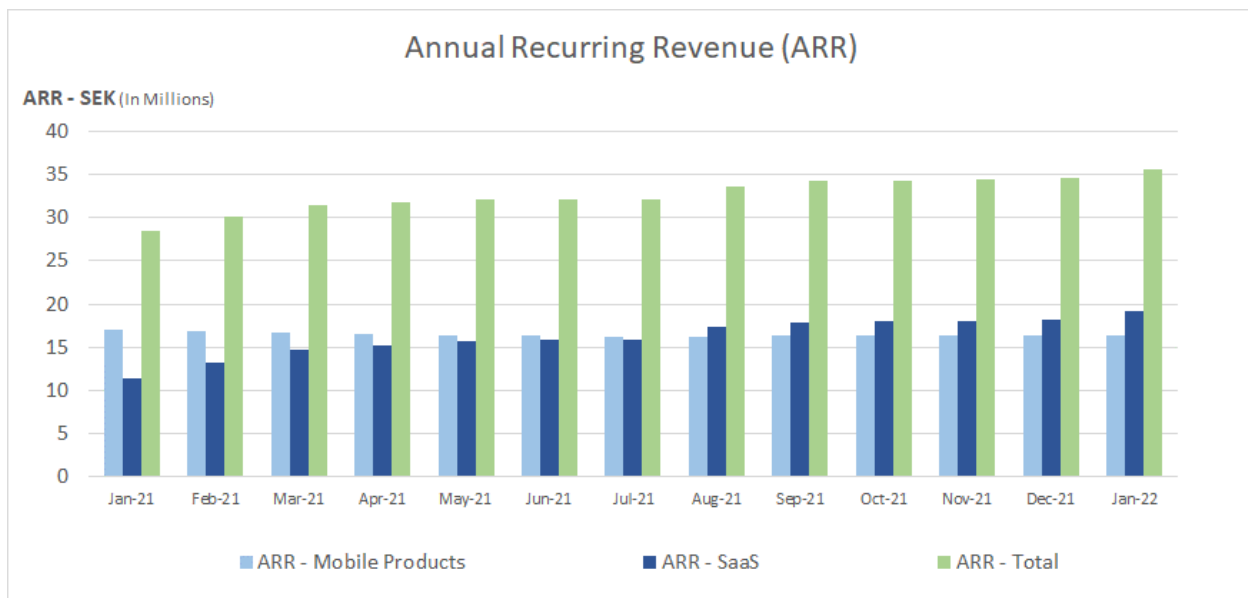
Hoylu continues to strengthen its position within the Construction industry. In January we contracted 9 new construction projects together with major General Contractors in the industry from both The Nordics and USA. Going forward we see potential for growth within the existing customer base and new General Contractors. Our business model with pricing per project with unlimited numbers of users ensures continuous flow of incoming leads and increased usage.

As a part of our new growth strategy, Hoylu will continue to build industry specific modules together with our customers. In January we launched a new integration with Digital.ai (www.digital.ai.com) for one of Hoylu’s Enterprise customers. Digital.ai Agility is an industry-leading enterprise agile planning solution that drives consistency and efficiency by scaling agile practices across all levels, from teams to the entire product portfolio. As a result, we saw an increase in the number of paying users in January. Integrations like these, in combination with our unique modules, will continue to drive business value for our customers.

Hoylu received a 3-year order from Draexlmaier (www.draexlmaier.com) a global provider that supply world-class, premium automobile manufacturers with complex wiring harness systems, central electrical and electronic components, exclusive interiors, as well as battery systems for electromobility. The order has an ARR of SEK 260,000 and a total contract value of SEK 780,000.

Key Metrics:

- ARR – SaaS has increased 69% year over year and increased 5% during the month of January 2022.
- ARR, including long term mobile contracts, reached MSEK 35.6, net of MSEK 0.4 churn, as of the end of January 2022, up from MSEK 34.6 as of the end of December 2021.



Description	Jan-21	Oct-21	Dec-21	Jan-22	Growth		
					Month/Month	Quarter/Quarter	Year/Year
ARR - SaaS	11.4	18.0	18.2	19.2	5%	7%	69%
ARR - Mobile Products	17.1	16.3	16.4	16.5	1%	1%	-4%
ARR - Total	28.5	34.3	34.6	35.6	3%	4%	25%

Notes: Fluctuations in foreign exchange rates may impact ARR. Hoylu utilizes the average foreign exchange rate for the trailing 6 months to calculate ARR.

For more information, please contact:

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About Hoylu

Hoylu's Adaptive Workspace opens up a new way for teams to plan, build and engage --so they get the impact they want no matter the industry, department or time. Whatever your management or planning style, Hoylu fits the way you structure your team and integrates all the productivity tools you're already using. So, you easily plan and complete any project. And when it comes to the work itself, Hoylu gives your team the freedom to drag and drop anything from documents to presentations, and even video conferences. So, anyone can easily share and embed live files for the entire team to work on --all from anywhere, on any device.

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 CET on February 11, 2022.