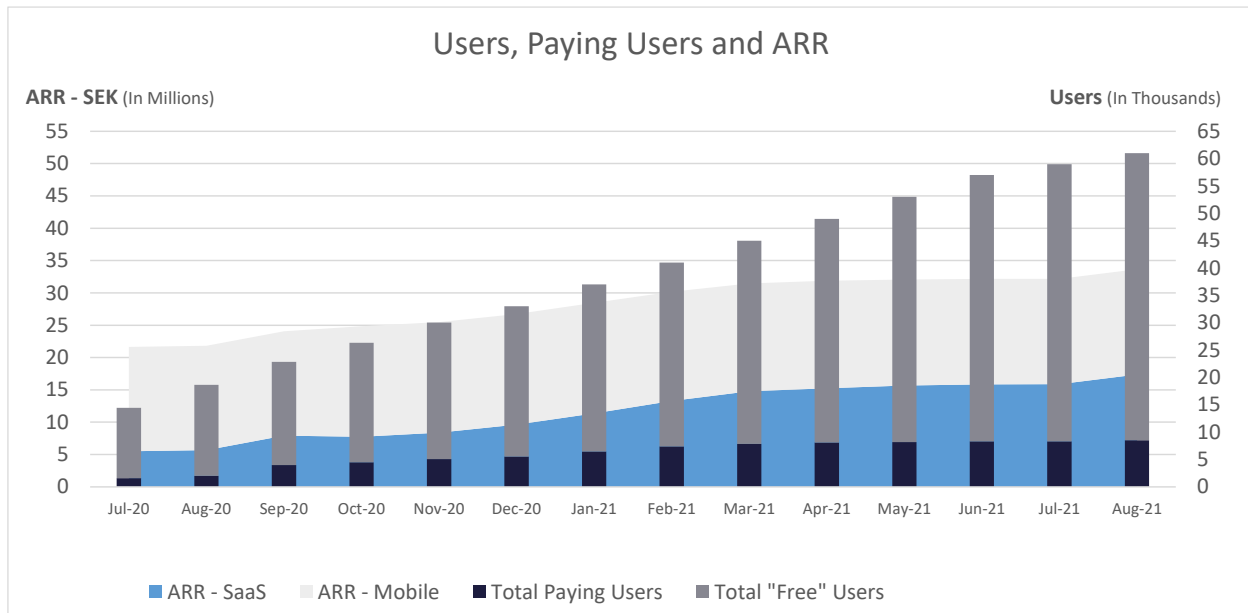


Hoylu AB: Total ARR increased 5% in August

Stockholm, Sweden, September 6, 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 August 2021.

- The number of Total Users reached 61,000, up 3% from 59,000 at the end of July 2021.
- The number of Paying Users grew to 8,488, up 2% from 8,302 at the end of July 2021.
- ARR, including long term service contracts, reached MSEK 33.7 as of the end of August 2021, up 5% from MSEK 32.2 as of the end of July 2021.



Description	Aug-20	May-21	Jul-21	Aug-21	Growth		
					Month/Month	Quarter/Quarter	Year/Year
ARR - Total	21.8	32.1	32.2	33.7	5%	5%	54%
ARR - SaaS	5.7	15.7	15.9	17.4	9%	11%	205%
ARR - Mobile	16.1	16.4	16.3	16.3	0%	-1%	1%
Total Users	18.7	53.0	59.0	61.0	3%	15%	227%
Total Paying Users	2.0	8.2	8.3	8.5	2%	4%	328%
Total "Free" Users	16.7	44.8	50.7	52.5	4%	17%	215%

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 September 6, 2021.