

Hoylu AB: Continues to Improve the ARR Mix

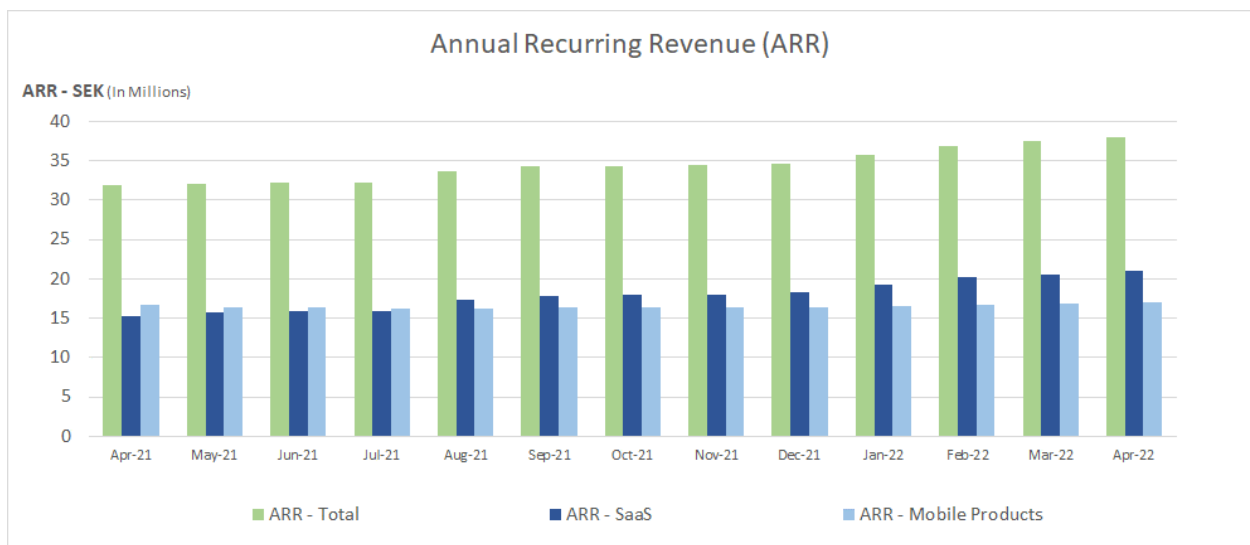
Stockholm, Sweden, May 13, 2022 – Hoylu, a leader in visual collaboration solutions for distributed teams, today announced Annual Recurring Revenue (“ARR”) as of the end of April 2022.

Hoylu continues to grow within the construction industry. In April we added new customers, and some of our current customers activated new projects using Hoylu Pull Planning module.

AF Energy – a subsidiary of AF Group started to use Hoylu for a large hospital project in Norway. They have decided to use Hoylu to plan for internal resources at the construction site. We released a new function in our Pull Planning module for generating weekly workplans. This function opens new use cases for construction projects.

Key Metrics:

- ARR – SaaS increased 2% during the month of April 2022.
- ARR, including long term mobile contracts, reached MSEK 38.0 as of the end of April 2022, up from MSEK 37.4 as of the end of March 2022.



Description	Apr-21	Jan-22	Mar-22	Apr-22	Growth		
					Month/Month	Quarter/Quarter	Year/Year
ARR - SaaS	15.3	19.2	20.6	21.0	2%	9%	38%
ARR - Mobile Products	16.6	16.5	16.8	17.0	1%	3%	2%
ARR - Total	31.9	35.6	37.4	38.0	2%	7%	19%

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:

Truls Baklid, CEO, +47 924 38 900 Email: tob@hoylu.com

Karl Wiersholm, CFO, +1 425 829 2316 Email: kw@hoylu.com

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

Certified Adviser: Mangold Fondkommission AB +46 (0) 8 50 301 550, ca@mangold.se

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 May 13, 2022.