

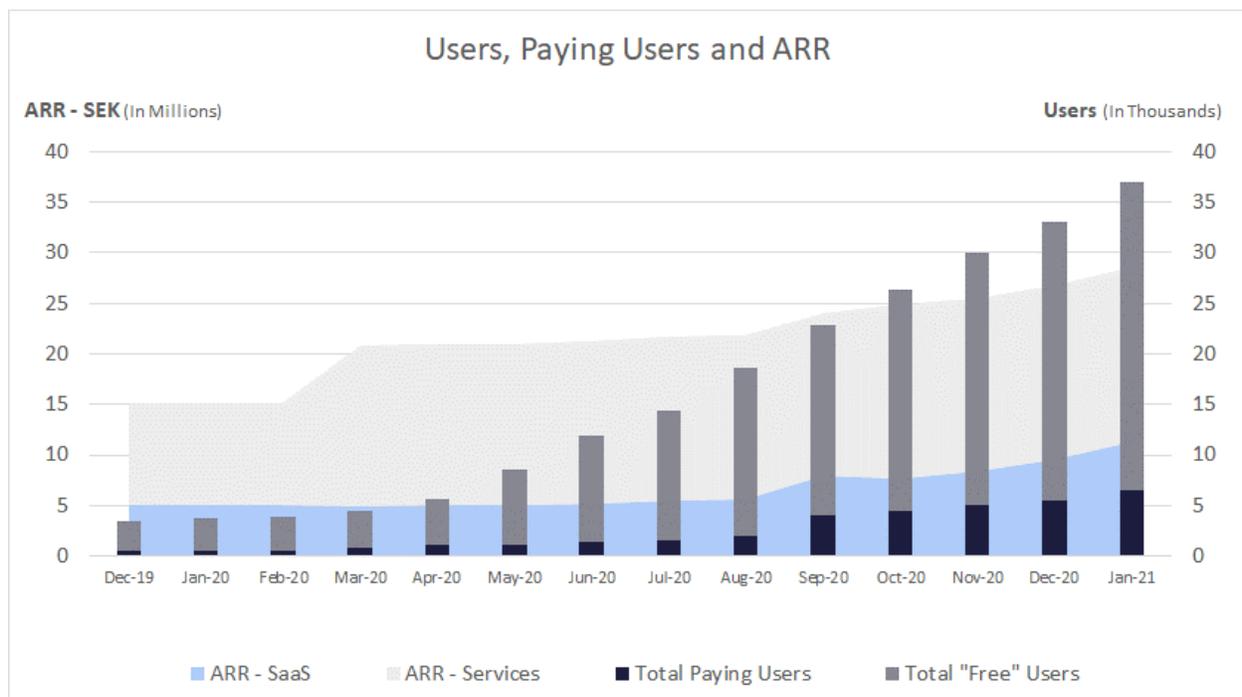
## HOYLU AB ANNOUNCES USER NUMBERS AND ARR FOR JANUARY 2021

Stockholm, Sweden, February 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 January 2021.

- The number of Total Users reached 37,000, up 12% from 33,000 at the end of December 2020.
- The number of Paying Users grew to almost 6,500, up 17% from 5,500 at the end of December 2020.
- ARR, including long term service contracts, reached MSEK 28.5 as of the end of January 2021, up 7% from MSEK 26.7 as of the end of December 2020.

“As a Software as a Service (SaaS) company, Hoylu will be providing user numbers and ARR numbers on a monthly basis in order to improve transparency”, said Stein Revelsby, CEO at Hoylu.

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



Description	Jan-20	Oct-20	Dec-20	Jan-21	Growth		
					Month/Month	Quarter/Quarter	Year/Year
ARR - Total	15.1	24.9	26.7	28.5	7%	15%	89%
ARR -SaaS	5.0	7.8	9.6	11.4	18%	47%	126%
ARR - Services	10.0	17.1	17.1	17.1	0%	0%	71%
Total Users	3.7	25.5	33.0	37.0	12%	45%	905%
Total Paying Users	0.6	3.7	5.5	6.5	17%	76%	963%
Total "Free" Users	3.1	21.8	27.5	30.5	11%	40%	893%

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#### About Hoylu

Hoylu's mission is to make remote work and information sharing easy. Hoylu's Connected Workspaces™ help enterprise clients manage activities, visualize work and motivate people to perform their best by avoiding miscommunication and secure success. For more information: [www.hoylu.com](http://www.hoylu.com)

Ticker symbol: Hoylu

Marketplace: Nasdaq First North Growth Market

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#### Publication

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