



## AVIDLY PLC TO START REPURCHASING OWN SHARES IN A SHARE BUY-BACK PROGRAM

23.12.2021 09:00:00 EET | Avidly Oyj | Company Announcement

### AVIDLY PLC TO START REPURCHASING OWN SHARES IN A SHARE BUY-BACK PROGRAM

Avidly Plc, Company announcement, Inside information, 23 December 2021 at 9.00 am EEST

Based on the authorization given by Avidly Plc's ("Avidly" or the "Company") Annual General Meeting to the Company's Board of Directors on 13 April 2021 Avidly's Board of Directors has today resolved to launch a share buy-back program for the Company's own shares and to begin repurchasing Company's own shares (ISIN code FI0009015580).

The maximum number of shares to be repurchased is 21,000 which corresponds to approximately 0.4 % of all the shares issued by the Company at the time of the decision. A maximum of EUR 100,000 will be used to repurchases. The repurchase of own shares will begin no earlier than 3 January 2022 and end no later than 29 March 2022. The shares will be repurchased in several instalments otherwise than in proportion to the existing shareholdings of the Company's shareholders. The repurchase will be financed with the unrestricted equity of the Company. The shares can be repurchased on the repurchase date at the market price formed in the trading of the Nasdaq First North Growth Market held by Nasdaq Helsinki. The repurchased own shares will be used in the future to implement important corporate and incentive arrangements for the Company, so there is a weighty financial ground to repurchase the Company's own shares. Repurchased own shares may also be cancelled.

According to the authorization given to the Board by the Company's Annual General Meeting on 13 April 2021, the Company may repurchase a maximum of 529,000 of its own shares in one or more tranches, corresponding to a maximum of approximately 10.0 percent of all the Company's shares. The authorization given by the Board of Directors by the Annual General Meeting of the Company is valid until 30 June 2022.

Avidly has one series of shares in which each share carries one vote. At the date of this release, the total number of shares and votes in the Company is 5,290,004. At the date of this release, the Company holds a total of 10,473 of its own shares.

AVIDLY PLC

Board of Directors

#### **Additional information:**

Joakim Fagerbakk, Chairman of the Board of Directors, tel. +47 464 28 133

Jesse Maula, CEO, tel. +358 40 548 0248

Oaklins Merasco Oy acts as Avidly Plc's certified advisor, tel. +358 9 6129 670

#### **Information on Avidly Plc**

*Avidly is a leading martech service provider listed on the Nasdaq First North Growth marketplace in Helsinki. We offer holistic digital marketing and sales services, and customer experience, data and technology are closely entwined into our impact-driven growth strategy. We are a team of more than 235 navigators and explorers, makers and shakers in 16 locations in Finland, Sweden, Norway, Denmark and Germany. Read more: [investors.avidlyagency.com/](https://investors.avidlyagency.com/)*

#### **Attachments**

- [Download announcement as PDF.pdf](#)