



Changes in Avidly Plc's management team

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Avidly Plc Company Announcement 25 March 2022 at 10.00. a.m. EET

Ismo Nikkola, Avidly Plc's Deputy CEO, Chief Strategy Officer and a member of the company's Management Team, has resigned from his position to join Valio Group as SVP Global Brand and Marketing as of 1 July 2022. Nikkola will continue in his current role and as a member of Avidly's Management Team until 30 June 2022. Nikkola has worked for Avidly and its predecessor Zeeland since 2012.

"Ismo has had a key role in developing Avidly's strategy and service offering in the past two years. I thank Ismo for his valuable contribution and wish him all the best and success in the future," says Jesse Maula, CEO of Avidly.

The other members of Avidly's Management Team will take over the responsibilities of Nikkola as of June 2022.

Additional information:

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

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

About Avidly

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 approximately 300 navigators and explorers, makers and shakers in 18 locations in Finland, Sweden, Norway, Denmark, Germany, UK and Canada. Read more: investors.avidlyagency.com/en

Attachments

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