



Avidly Plc and its largest shareholder Anton Holding II Oy have agreed on a EUR 1.0 million loan to Avidly Plc

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Avidly Plc, Company announcement, Related party transactions, 1 November 2022 at 2:00 p.m. (EEST)

On the date of this release, Avidly Plc ("**Avidly**" or the "**Company**") and Anton Holding II Oy ("**Anton Holding II**") have agreed on a financial arrangement in which Anton Holding II has granted Avidly a EUR 1.0 million loan. This is a related party transaction since Anton Holding II holds approximately 97.97 percent of all issued and outstanding shares and votes in Avidly.

The loan is intended to be used for the Company's general working capital purposes. Avidly's Board of Directors has assessed that the entry in the loan agreement is in the best interest of the Company because, among other reasons, the loan's terms are considered commercially favourable to the Company. The loan is unsecured and it has an annual interest rate of 3.5 percent. Interest accrued on the loan shall be capitalised and added to the outstanding principal amount of the loan on 31 December in each calendar year. The loan is repayable upon demand by Anton Holding II. Avidly is entitled to, at any time, prepay the whole or any part of the loan.

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Avidly in brief

Avidly is a leading Nordic-based marketing technology (MarTech) service provider with its shares trading on Nasdaq First North Helsinki. In Avidly's MarTech offering, customer experience, data and technology are closely entwined into its impact-driven growth strategy. Avidly partners with organizations of all sizes, from start-ups to Fortune 500 companies and is committed to creating solutions that help companies to grow. Avidly has a team of approximately 280 MarTech professionals in 18 locations in Finland, Sweden, Norway, Denmark, Germany, the UK and Canada.

Attachments

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