

Bambuser signs deals with Lyko, the Nordic region's largest beauty specialist

Swedish software company Bambuser announces today they have entered into a strategic agreement with Lyko Group, the Nordic region's largest beauty and hair care specialists, for the newly launched product Live Video Shopping. Lyko will launch Live Video Shopping on its e-commerce to get closer to its customers and be able to offer inspiring customer experience.

Bambuser is a software company in mobile live video technology. In early October, Bambuser introduced its new product Live Video Shopping, which enables live video shopping for retailers and brands on their own sites. Since then, Bambuser has attracted brands such as NA-KD, H&M-owned Monki, and CAIA Cosmetics, which have all successfully made their first live broadcasts. Now the company announces that they have signed a new customer agreement with Lyko Group AB (publ), the Nordic region's largest beauty and hair care specialist.

Originating in professional hair care, Lyko has the market's widest range of hair care and beauty products online, as well as with around 40 physical stores with associated salons across the Nordic region the majority in Sweden. By using Live Video Shopping, Lyko will be able to interact with its customers via live streaming, which enables an interactive and engaging dialogue through live chat, likes, as well as purchases directly during the live broadcast - directly on their own e-commerce.

"We at Lyko value the service to our customers highly, which is why it is exciting to test new solutions that provide an interactive customer dialogue and thus an improved experience," says Rickard Lyko, CEO of Lyko.

The partnership is a 12-month commercial agreement based on a SaaS model, which includes a fixed monthly license in combination with a variable cost that varies depending on usage.

"We are excited and proud to be able to attract another strong brand to our growing customer portfolio and thus confirm the potential of our Live Video Shopping which is the first of its kind in the European market," says Maryam Ghahremani, CEO of Bambuser.

This is information that Bambuser AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Swedish Securities Markets Act. The information was sent for publication, through the agency of the contact persons set out below, on October 21st, 2019, 13:55 CEST.

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About Bambuser AB

Bambuser has enabled mobile live streaming since 2007 and has a recognized flexible and user-friendly technology already used by thousands of journalists around the world. In 2019, the focus of the company has been on taking that technology to a new vertical by adding interactive elements and creating a sales channel directly towards retail companies and e-commerce platforms.