

## Bambuser signs Live Video Shopping agreement with Soft Goat

**Bambuser AB today announces that it has entered into a commercial agreement with Swedish brand Soft Goat to implement Live Video Shopping on their website.**

Soft Goat (softgoat.com) was founded in 2011 by Stephanie Bergström and Erik Magnuson. Through their own e-commerce, quality products are offered in 100 percent cashmere with everything from knitted sweaters to stylish caps. In addition, Soft Goat is known for its environmental and sustainability focus.

In connection with the launch of the new spring collection, Soft Goat enters into a customer agreement with Bambuser for Live Video Shopping. The agreement, which initially runs for 12 months, is based on a fixed license fee and a variable part depending on usage.



"Live shopping provides a personal and transparent customer experience, which is often difficult for us e-retailers. We look forward to bringing our customers behind the scenes and have already started a dialogue with several influencers, including the gentleman duo Stiljournalen, where we together with them will be able to get the chance to engage and inspire our customers", says Stephanie Bergström, CEO and co-founder of Soft Goat.

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This is information that Bambuser AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was sent for publication, through the agency of the contact persons set out above, on February 7th, 2020.

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**Bambuser** was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.