

## Bambuser signs Live Video shopping deal with sportswear brand Stronger

**Bambuser AB (publ) today announces that it has entered into an agreement with Stronger, the Swedish online based brand that designs women's workout clothes. Stronger will thus be the first retailer launching Live Video Shopping in the sportswear segment.**

The agreement, which is effective from January 1st, 2020 and initially runs for 6 months, is based on a SaaS model, which means a fixed monthly license in combination with a variable cost that varies depending on usage.

Stronger, one of the largest Swedish e-commerce companies on Instagram, is one of Sweden's fastest growing brands. Through a large digital presence and a unique shopping experience, they spread the vision to motivate women to live a more active lifestyle. With powerful ambassadors around the world, Stronger encourages women to dare to be themselves - preferably in personal training clothes. Stronger has long used social media and influencers for marketing and by launching Bambuser Live Video Shopping they now want to convert engagement and interaction from their community into direct sales.

“We launch ‘Live Video Shopping’ with Margaux Dietz who with high engagement in video content is a powerful ambassador for Stronger. We believe Live Shopping to be an engaging and transparent way of interacting with our brand. We are in front of a consumer shift when it comes to shopping where we as retailers must adapt to the social trends like our customers do. We hope that together with Bambuser give life to a new vertical and a new trend for retail that is both more fun and more relevant and hence will increase sales” says Henrik Grundén, CEO and Founder, Stronger.

Earlier this fall, Bambuser launched Live Video Shopping with brands such as NA-KD, Monki, CAIA Cosmetics and Lyko, and is now expanding its customer base to a further segment.

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 December 16th, 2019, 09:00 CET.

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### **About Bambuser AB**

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.

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