

Bambuser enters into agreement with Apotea – Sweden's largest online pharmacy

Bambuser AB has entered into a commercial agreement with Apotea to deliver its high quality live streaming technology.

Apotea (apotea.se) is Sweden's largest online pharmacy with more than 650 employees and a turnover of approximately SEK 2.7 billion. The fast-growing company has made itself known for its innovation and sustainability efforts. Apotea was recently awarded Sweden's Online Store of the Year for the sixth consecutive year.

Since the launch of Live Video Shopping last fall, Bambuser has attracted several major customers. The new technology, which is the first of its kind in the Western world, has been met with great interest in various industries. Now the online pharmacy Apotea is joining as a new customer. The agreement, which initially runs for twelve months, is based on a fixed monthly license fee and a variable part depending on usage.

- Since day one we have had the customer in focus and in these times information and customer relationship is more important than ever. We have an extremely high load right now and therefore see a need to be able to meet and inform our customers in a new way, says Emmelie Johansson, Head of Marketing at Apotea.

- Today, society faces tough and difficult challenges. In the near future, we will prioritize players like Apotea who play a socially important role. At the same time, it is extremely exciting to offer our technology to yet another segment, says Maryam Ghahremani, CEO at Bambuser.

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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 18 March 2020.

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.