

Bambuser enters into agreement with Matas A/S – Denmark's largest health and beauty chain

Bambuser AB has entered into a commercial agreement with Matas A/S to implement Live Video Shopping on their e-commerce. Matas A/S is Bambuser's first customer in the Danish market.

Matas A/S is Denmark's largest beauty, personal care and healthcare products retailer. Over the past 70 years, Matas has become one of the most recognised and most reputable brands in Denmark. Today, the Group consists of 2,500 employees, 270 stores including a leading webshop with a turnover of DKK 3.5 billion in 2018/19.



Now Matas (matas.dk) joins as a new customer to implement Live Video Shopping on their e-commerce. The agreement, which initially runs for 12 months, is based on a monthly fixed license fee and a variable part depending on usage. Matas A/S is Bambuser's first customer with Live Video Shopping in Denmark.

- We are excited to soon start hosting Live Video Shopping. For Matas it will be a key element in our strategy as a strong market leader in the digital area and new way to tie all our digital and offline channels together in an innovative and seamless way, says Brian Andersen, E-commerce Director at Matas A/S.

- Matas is not only one of Denmark's most established brands, they also have one of the country's largest customer clubs. In these tough times, we are delighted that Bambuser continues to win the trust of new customers and we look forward to continuing to develop the product and business together with market-leading players, says Maryam Ghahremani, CEO of 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 23 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.