

Bambuser enters into agreement with Intersport Sweden – Live Video Shopping steps into the sports industry

Bambuser AB has entered into a commercial agreement with Intersport, one of Sweden's largest sports chains with over 50 years of experience in sports and sports fashion. Intersport will thus be the first to offer Live Video Shopping in the sports industry to inspire, motivate and guide its customers.

Intersport Sweden (intersport.se) is one of Sweden's largest sports chains with over 50 years of experience in sports and sports fashion. The company, which has over 100 stores and webshop, is part of Intersport International, the world's largest sports chain with more than 5500 stores in 43 countries.

The prevailing social situation means that more and more people choose to exercise, shop, work and socialize in close proximity to their homes. When the situation has recovered, some behaviors will return to normal while others will persist. To continue to be inspired and interact regardless of location is made even more possible when Intersport, as the first company in the sports industry, enters into an agreement with Bambuser.

- *We continuously monitor the market to look for new partnerships that support our digital transformation and contribute with direct customer benefits. This is truly an exciting format and through live broadcasts we will now focus on expert knowledge, advice and service in close dialogue and the opportunity to interact with our customers in real time. In Intersport's value foundation, there is a clear goal to constantly strive to create a world-class buying experience in different ways and through different channels. Here we can in a new way meet the customers where they are located, which feels great fun, says Johan Lidenmark, Chief Digital Officer at Intersport.*
- *It's very fun that more and more retail companies are seeing the benefits of combining traditional retail with the digital capabilities that Live Video Shopping provides. We look forward to seeing our technology move into yet another segment and see how Intersport will combine online and offline in its live broadcasts, says Maryam Ghahremani, CEO at Bambuser.*

The agreement regarding Live Video Shopping for retail runs initially for twelve months and is based on a fixed monthly license fee, as well as a variable part depending on usage. The variable part cannot be estimated in advance as it is customer specific and is driven by a combination of a number of different parameters. The parameters included are the number of markets, brands, viewers and viewing length, broadcasts and broadcast length, transmitted data volume, stored data volume from previously performed broadcasts, desired video quality, as well as any additional features. The majority of the contract value is expected to be derived from the variable part. As a result, Bambuser cannot today assess the size of the fixed part of the agreement as the total contract value.

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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 2 April 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.