

Bambuser enters pilot Live Video Shopping agreement in the US

Bambuser AB has entered into a pilot agreement for a value of USD 210,000 with one of the world's largest beauty companies, which has nearly 30 prestigious brands.

Bambuser AB has signed an agreement with a new customer regarding a pilot solution of Live Video Shopping with one of the world's largest and most established beauty companies. The customer in question is a US-based company with a portfolio of nearly 30 prestigious brands and is one of the world's leading manufacturers and marketer of quality products within skin care, make-up, perfume and hair care with a net sales number of USD\$14.863bb for FY19.

The pilot allows the customer to use Live Video Shopping at a fixed cost of USD 35,000 (approximately SEK 356,000) per brand during the pilot phase that runs for three months commencing in April 2020. The pilot includes six brands in the United States and may be extended for 12 months.

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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 6 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.