

Bambuser enters into agreement with Lindex for Live Video Shopping



Bambuser AB has entered into a commercial agreement with Lindex, one of Europe's leading fashion brands.

Lindex (lindex.com) is a global fashion brand with around 5000 employees. The company has 460 stores in 18 countries with its own e-commerce in 33 countries, as well as online sales worldwide through collaboration with global fashion platforms.

Bambuser has today signed a new agreement with Lindex regarding Live Video Shopping for retail. The agreement initially runs 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 view length, broadcasts and broadcast length, transmitted data volume, stored data volume for previously performed broadcasts, desired video quality, and any additional services. 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 in relation to the total contract value.

- We look forward with anticipation to what Live Video Shopping can provide us in the form of an even better customer experience, says Linda Olsson, Media and Marketing Strategy Manager at Lindex.

- Lindex is distinguished by having worked tirelessly with its digital strategies. We are happy to welcome Lindex as yet another global brand to our growing customer portfolio, 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 21 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.