

Bambuser enters into agreement with Brandsdal Group - Norway's largest beauty company launches Live Video Shopping in seven countries

Bambuser AB has entered into a commercial agreement with Brandsdal Group AS, one of Norway's leading e-commerce groups, including brands like BliVakker and Cocopanda. The agreement for Live Video Shopping for retail in seven countries initially runs for nine months and is based on a fixed monthly license fee, as well as a variable part depending on usage. The fixed value during the contract period amounts to SEK 510,000.

Brandsdal Group AS (brandsdalgroup.com) is one of Norway's leading e-commerce companies with close to 200 employees and a turnover of NOK 870 million for the full year 2018. The Group includes, among others, BliVakker.no, Norway's leading online store in cosmetics and hair care, as well as its European counterpart under the name Cocopanda (cocopanda.com) in Sweden, Denmark, Finland, Germany, Austria and Poland.



Bambuser has today signed a new agreement with Brandsdal Group regarding Live Video Shopping for retail to be used on the webshops BliVakker.no, Cocopanda.se, Cocopanda.dk, Cocopanda.fi, Cocopanda.de, Cocopanda.at and Cocopanda.pl. The agreement initially runs for nine 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 fixed value during the contract period amounts to SEK 510,000. Bambuser can today not judge how large the fixed part of the contract is in relation to the total contract value.

- Brandsdal is a true pioneer who started their e-commerce journey as early as 1997. We are very happy to launch Live Video Shopping with BliVakker and Cocopanda, which are some of Norway's market leading and most prized e-retailers, 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 2020-05-08.

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.