

Bambuser enters into agreement with Odd Molly for Live Video Shopping

Bambuser AB has entered into a minor agreement with Odd Molly International AB (publ) regarding a limited version of Live Video Shopping for retail. The agreement runs for six months without the possibility of an extension, however, with the possibility of upgrading to the full version during or after the agreement expires. Bambuser judges that the revenue from the agreement is low in relation to previously entered into agreements.

Since Bambuser's launch of the new product Live Video Shopping last fall, the new technology has been met with a great interest in various industries. Bambuser has signed agreements with, among others, Apotea, Hemnet, Intersport, Kicks, Kjell & Company, Lindex, Lyko, Soft Goat, Stronger, together with Danish BabySam and Matas, Norwegian Brandsdal, Swiss Homegate, Italian Luisaviaroma, and American Showfields.

As part of Bambuser's strategy for customer growth and to lower the threshold for SMEs to enter into agreements for Live Video Shopping, Bambuser now offers a few selected companies different packages in order to evaluate a varied pricing strategy that meets future potential customers of different sizes and with varying needs.

Bambuser has today signed a new agreement with Odd Molly International AB (publ) regarding a limited version of Live Video Shopping for retail. The agreement runs for six months without the possibility of an extension, however, with the possibility of upgrading to a full version of Live Video Shopping during or after the agreement expires. The agreement 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 based on a combination of a number of different parameters.

Among 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. Today, Bambuser can not assess the size of the fixed part of the agreement in relation to the total contract value, but judges that the revenue from the agreement is low in relation to previously entered agreements.

Odd Molly (oddmolly.com) is a Swedish company that designs, markets and sells fashion with clear style concepts. Odd Molly was founded in 2002 and has been listed on Nasdaq OMX Stockholm since 2010. A large part of Odd Molly's sales come from its own channels, mainly the webshop that reaches about 40 countries. Odd Molly plans their first live broadcast with Live Video Shopping at the end of May 2020.

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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.