

Bambuser enters into limited agreement with Swedish brand By Malina

Bambuser AB has entered into an agreement with By Malina AB 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. As the agreement relates to a limited version, Bambuser estimates revenues to be lower in relation to previously signed agreements for a full version of Live Video Shopping.

On May 13, 2020, Bambuser announced that the company will start offering a few select companies different packages to lower the threshold for SMEs to enter into Live Video Shopping contracts and to evaluate a varied pricing strategy that will accommodate future potential customers in different sizes and with varying needs.

Bambuser has today signed a new agreement with By Malina AB regarding a limited version of Live Video Shopping for retail. The agreement runs for six months with no possibility of renewal, 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.



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, the 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 of the agreement in relation to total contract value. As the agreement relates to a limited version, the company estimates that the revenue will be lower in relation to previously signed agreements for a full version of Live Video Shopping.

By Malina AB (bymalina.com) is a Swedish fashion brand founded in 2010 by star designer Malin Andrén with the vision to make every woman feel special and unique. Today, the brand is widely known for its colorful patterns that make the clothes stand out in the international fashion market. By Malina is planning its first live broadcast with Live Video Shopping in June 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.