



Bambuser enters into agreement with Swedish fashion brand Stylein for Live Video Shopping

Bambuser AB has entered into an agreement with Stylein 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, the company estimates that the revenue will be lower in relation to previously signed agreements for a full version of Live Video Shopping.

Stylein (stylein.com) is a Swedish fashion brand founded in New York in 2001 by Elin Alemdar after studying at the Fashion Institute of Technology. Stylein stands for Scandinavian warm minimalism with a feminine and modern expression, where quality and fit are always the focus. Stylein has experienced strong growth and almost doubled its sales over the past two years.

Today, Bambuser has signed a new agreement with Stylein 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. 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 as the 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.

- In the new reality we all live there are no other ways for me as a fashion designer and CEO of a small Swedish fashion brand than to dare us out of the crisis. The digitization has already started and our focus shift from wholesale to direct sales to consumers, will be just if possible, even more accelerated now. I think that we as a company will be better by doing this. Bambuser is one of the most strategic choices and investments I have made in recent years, says Elin Alemdar, founder and designer of Stylein.

- We welcome Stylein as a customer. The new generation of consumers are already interacting with each other through live video - and we at Bambuser want to help more and more brands meet and interact with their consumers in a digital environment that Generation Z has grown up in. Live Video Shopping is an excellent tool for creating the same type of dialogue and in addition be able to offer online sales, says Maryam Ghahremani, CEO of Bambuser.

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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.