



Bambuser AB publishes interim report for H1 2020

Net sales had an accelerated growth of +669% during the second quarter. Bambuser experienced an increasing global demand for its Live Video Shopping technology. The Company's interim report for the first half of 2020 has now been published and can be found at bambuser.com/ir

In H1 2020, Bambuser saw significant global expansion, signing partnerships with international brands including H&M, Mbtivi, Moda Operandi, Frame, LUISAVIAROMA and Showfields, among others. The Company continued to develop its Live Video Shopping product, increasing its scalability in the newest version released in May 2020. Bambuser also strengthened its board, management and advisory teams during the period, making notable appointments and hires in both the C-suite and advisory board.

First half of the year (January – June 2020)

- Net sales rose during the first half of the year by +436% YoY and amounted to 7,162 KSEK (1,643)
- Total revenues amounted to 9,534 KSEK (1,762)
- EBIT was -12,923 KSEK (-9,683)
- Earnings per share of -0.11 SEK (-0.26)
- Cash flow from operating activities was -13,231 KSEK (-10,033)
- Cash at the end of the period was 144,884 KSEK (8,028)
- Cash and cash equivalents as of June 30 does **not** include 221 121 KSEK received from the Directed Issue in July 2020.

Second quarter of 2020 (April – June 2020)

- Net sales had an accelerated growth during Q2 of +669% YoY and amounted to 5,393 KSEK (806)
- Total revenues during the second quarter amounted to 6,814 KSEK (841)
- Live Video Shopping revenue represents the largest share of the revenue mix, 80% during Q2. These revenues are growing on a steady monthly basis; the average MRR during Q2 was 1.442 MSEK, resulting in an ARR of 17.307 MSEK.
- EBIT was -5,754 KSEK (-5,332)
- Earnings per share of -0.05 SEK (-0.16)

- We will see our strongest growth this year during the fourth quarter, when we enter the big holiday shopping season. We are well-positioned to seize the opportunities of Black Friday, Cyber Monday and Singles Day, meeting consumer demand while delivering results for our customers, says Bambuser's CEO Maryam Ghahremani.

For environmental and cost reasons, Bambuser AB has decided not to print the report. A printout may be distributed to shareholders upon request.

This disclosure contains information that Bambuser is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on August 20th 2020, 07:30 CEST.

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About Bambuser AB

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm.