

## CAIA Cosmetics and Bianca Ingrosso goes live with Bambuser

**The live video company Bambuser takes the step into the beauty segment with CAIA Cosmetics as a new partner. CAIA Cosmetics implements Live Video Shopping on its own platform and retrieves the element from social media, an important step in their long-term strategy for developing their business.**

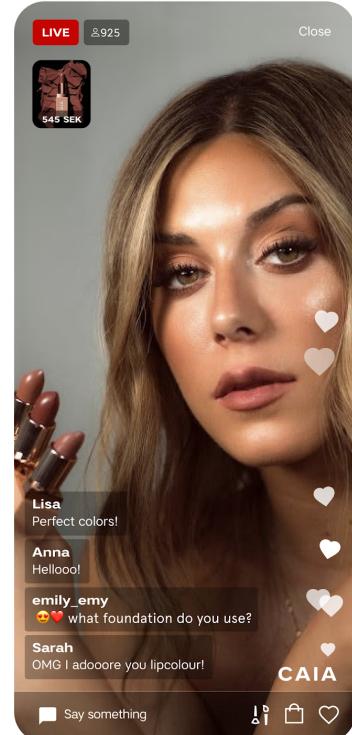
Today, the influencer-driven makeup brand CAIA Cosmetics publishes its first Live Video Shopping broadcast via [caiacosmetics.com](http://caiacosmetics.com). The partnership marks Bambuser's first step into the beauty segment, a segment with great potential.

*"I see Live Video Shopping as an innovative and exciting tool to improve communication with and getting closer to followers and customers in our digital world"* comments co-founder of CAIA Cosmetics, Bianca Ingrosso.

With the help of Bambuser Live Video Shopping, CAIA Cosmetics now want to take commitment and interaction to direct conversion, a transition that CAIA Cosmetics finds very positive. Through Bambuser Live Video Shopping you combine all the steps in the buying process and continue to engage and add real-time buying functionality. Another basic aspect of choosing Bambuser Live Video Shopping is full and immediate transparency in statistics, which is of great importance in order to optimize the offering, facilitate full flexibility and further deepen the relationship with customers.

The shopping integration of the product in combination with the interactive elements create a complete brand experience. Bambuser Live Video Shopping is a white label product, adapting the design to the brand's identity.

*"CAIA Cosmetics is exactly the type of brand we had in mind when developing Live Video Shopping. Beauty is a segment where reviews and recommendations are crucial for customers when purchasing new products. Seeing a lipstick on a person, here and now, compared to making decisions based on an image can be crucial to reaching all the way to the purchase. The beauty customer is used to tutorials and live where we now give them a transparent dialogue directly with the brand. We see incredible potential in the product, and the collaboration with CAIA Cosmetics is clear proof that we are going in the right direction" says Maryam Ghahremani, CEO of Bambuser.*



The beauty industry has been the fastest growing e-commerce segment for a couple of years and has strong communities through social media, tutorials and discussion forums. Beauty products are widely sold through recommendations and product demonstrations. Bambuser Live Video Shopping takes advantage of and brings together all of these elements and creates a continuous brand experience and possible conversion directly into play.

Since the founding of CAIA Cosmetics 2018, Live Video has been a key part of the company's product launch strategy and the company is now moving live broadcasts from social media to its own platform. Thus, the marketing channel that has so far been the brand's most powerful tool for engaging and developing its community is exchanged.

*This is information that Bambuser AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Swedish Securities Markets Act. The information was sent for publication, through the agency of the contact persons set out below, on October 10th, 2019, 11:00 CEST.*

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#### **About Bambuser AB**

Bambuser has enabled mobile live streaming since 2007 and has a recognized flexible and user-friendly technology already used by thousands of journalists around the world. In 2019, the focus of the company has been on taking that technology to a new vertical by adding interactive elements and creating a sales channel directly towards retail companies and e-commerce platforms.

#### **About CAIA Cosmetics**

CAIA Cosmetics is a Swedish brand in makeup and digital commerce with Bianca Ingrosso, one of Sweden's most prominent influencers for young adults, as a founder and public face. A large proportion of CAIA Cosmetics' consumers fall within the so-called Generation Z, a target group that does not distinguish between shopping and entertainment. The target group also seeks authentic and inspiring communication, preferably directly with the sender, who in this case is the company's founders Bianca Ingrosso and Vanessa Lindblad. In a short time, CAIA Cosmetics has established a strong brand and consumer relationship through its ability to inspire, include and interact with its community.