

Bambuser forms new Advisory Board - China experts behind Digitala Draken step in as strategic advisers

Bambuser AB (publ) announces today that the company has appointed a new Advisory Board. Tom Xiong and Jacob Lovén, two well-known leading experts in trends, digitization and technology from China, and the founders of Den Digitala Draken will join as strategic advisers to Bambuser.

Bambuser is forming a new Advisory Board, which will consist of a handful of experts and representatives from different parts of the business community. The purpose of the newly formed council is primarily to assist Bambuser's board and management with expertise in growth strategies for Live Video Shopping, and to provide impartial feedback on the company's future plans. Bambuser's newly established Advisory Board is not affiliated with the Board of Directors and has no formal powers. Bambuser's CEO sets the agenda for the collaboration and follows up with each individual.

Tom Xiong and Jacob Lovén, the entrepreneurs behind the popular podcast Digitala Draken (digitaladraken.com) are among Sweden's most recognized voices that highlight trends and innovation from the world's largest Internet economy. Through a unique network of experts with deep insights on e-commerce, user trends and digitization in the East, they also act as advisors to European enterprises on issues related to Asia and innovation, most recently with the launch of Scania's innovation lab in China.

- We have seen how live streaming in a few years has gone from not being one of the primary drivers of the growth of e-commerce in China. By analyzing the mechanisms behind it, it is clear that the trend is global and will have a disruptive effect on the Western market. That is why we have been actively looking for companies in Europe and the US that also see the same thing, says Jacob Lovén, co-founder of Digitala Draken.

- Live Video Shopping is probably the biggest and most disruptive trend in the e-commerce market for the next few years. We believe the Bambuser team is best positioned to truly capitalize on this multi-billion opportunity, given its strong team and first-mover position, says Tom Xiong, co-founder of Digitala Draken.

In 2016, live streaming as an e-commerce channel was almost non-existent in China, but in 2019 it is estimated to have generated almost 600 billion SEK. It is estimated that over 500 million of China's approximately 600 million e-commerce consumers will watch live streaming already by 2020.

- Gaining access to the insights and knowledge about Live Video Shopping that Digitala Draken possesses and learning from a market that is several years ahead will be crucial for Bambuser. This is the beginning of an incredibly exciting journey by joining Tom and Jacob to share their knowledge and network gives us great benefits, says Maryam Ghahremani, CEO of Bambuser.

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This is information that Bam buser AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was sent for publication, through the agency of the contact persons set out below, on January 20th, 2020.

About Bam buser AB

Bam buser 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, Bam buser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bam buser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.