

## KICKS enters agreement with Bambuser and kicks off a major push with Live Video Shopping

**Bambuser AB has entered into a commercial agreement with KICKS to implement Live Video Shopping on their e-commerce. It will also constitute a significant component of KICK's digital strategy going forward. KICKS is the leading beauty chain in the Nordic region and offers an omnichannel concept with both products and services in makeup, fragrance, skin care and hair care.**

Since the launch of Live Video Shopping last fall, Bambuser has attracted several major customers. The new technology, which is the first of its kind in the Western world, has been met with great interest in various industries and has already been used live by brands within the fashion, sports, beauty and luxury segments.

Now KICKS joins the list of established companies that see the potential of Live Video Shopping. The newly signed agreement is based on a fixed license fee and a variable part depending on usage. In the future, Live Video Shopping will be an important part of KICKS' digital strategy.



*- KICKS has always been at the forefront and has been early in testing and incorporating new trends and new technologies, which is still important for us and our customers. With Live Video Shopping, we see great potential to further enhance the digital shopping experience. This is by creating even more relevant and engaging content, but it also means another opportunity for interaction with our customers, which is as close as possible to the physical customer meeting, says Freddy Sabin, CEO of KICKS.*

*- We are proud and pleased to welcome yet another market-leading player as a customer to Bambuser. KICKS has long distinguished itself as one of the Nordic region's most successful omnichannel companies, and we look forward with excitement to how they will combine their customer experience online and offline with Live Video Shopping, says Maryam Ghahremani, CEO of Bambuser.*

### Contact information

Maryam Ghahremani, CEO | +46 708 720 266 | [maryam@bambuser.com](mailto:maryam@bambuser.com)  
or visit [bambuser.com/ir](http://bambuser.com/ir)

### Certified Advisor

Svensk Kapitalmarknadsgrensanskning AB | +46 11 32 30 732 | [ca@skmg.se](mailto:ca@skmg.se)

This is information that Bambuser AB 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 above, on February 21st, 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.