

## Bambuser enters into strategic collaboration with Centra

**Bambuser has entered into a strategic collaboration with the e-commerce platform Centra to offer Live Video Shopping to Centra's global Direct-to-Consumer brands. The collaboration includes a solid integration that allows Centra's customers to seamlessly become customers of Bambuser.**

Centra (centra.com) is a Swedish e-commerce platform targeting global, Direct-to-Consumer fashion and lifestyle brands. Centra's customers include established brands such as iDeal of Sweden, Soft Goat, Nudie Jeans and Douchebags.

As of today, Bambuser and Centra have entered into a collaboration to offer Live Video Shopping to Centra's customers within the fashion and lifestyle segment. Live Video Shopping is a powerful tool that is proven to boost sales, not least now when consumers are forced to socially distance themselves from the physical retail space. The collaboration means that Centra is offering their customers a plug & play integration that allows a quick and smooth onboarding to Bambuser's Live Video Shopping technology.

Soft Goat, a mutual client to both companies, conducted its first live-streaming on March 18 led by fashion duo Ebba von Sydow and Emilia de Poret. The live-streaming lasted 40 minutes and attracted nearly 3,000 unique viewers. Soft Goat has announced that the effect of their first live-streaming showed a ten-fold increase in sales compared to a regular sales day.

*- Centra's headless technology makes it easy to quickly implement cutting edge solutions, and with Bambuser's solution, we are now one of the very first e-commerce platforms that can offer live shopping directly into the living rooms of our clients' consumers. We look forward to deepening the collaboration and taking our current and future mutual clients to new heights, says Martin Jensen, CEO of Centra.*

*- Thanks to Centra's modern technical framework, this integration has been built in record time. We see partnerships with e-commerce platforms such as Centra as an accelerator for speeding up the establishment of Live Video Shopping, 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.