

Kjell & Company and Bambuser enter into new agreement for Live Video Shopping

Bambuser AB has entered into a commercial agreement with Kjell & Company, one of Sweden's largest retail chains in home electronics. Kjell & Company will soon launch Live Video Shopping on their e-commerce where advice, inspiration and knowledge are at the center.

Kjell & Company (kjell.com) is one of Sweden's largest retail electronics retailers with specialization in accessories and technology products. The company is a leading player in Swedish retail with close to 1000 employees, over 125 stores, and a successful webshop in Sweden and Norway.

Kjell & Company will soon launch Live Video Shopping on their e-commerce with a primary focus on service, advice and inspiration. The agreement initially runs for twelve months and is based on a fixed monthly license fee and a variable part depending on usage.

- At Kjell & Company we always want to provide world-class service and be able to meet the customers where they are. Live Video Shopping gives us a huge opportunity to reach out and digitize the experience that many of our customers appreciate. Just as in the physical world, I am convinced that our hundreds of coworkers that are scattered around the country will play an important role in the success of this new initiative, says Martin Knutson, CTO at Kjell & Company.

- The combination of knowledge, high service level, positive attitude and strong brand makes Kjell & Company a schoolbook example of omnichannel players that will benefit the most from Live Video Shopping. We look forward to helping Kjell & Company offer a fantastic online customer experience that reflects the customer meeting in the physical store, says Maryam Ghahremani, CEO of Bambuser.

Bambuser Live Video Shopping is an interactive software that enables retailers and e-commerce companies to sell via live streaming and interact with their customers in real time. The product was launched in September 2019 and has since attracted Apotea, Hemnet, Kicks, Lyko, Soft Goat and Stronger among others. At the same time, Live Video Shopping has attracted some international customers in the form of Italian Luisaviaroma, Danish Matas and American Showfields.

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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 27 March 2020.

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.