

Bambuser enters into agreement with BabySam - Denmark's largest chain for baby equipment and clothing

Bambuser AB has today entered into a commercial agreement with Babysam A/S, Denmark's largest chain for baby equipment and baby clothing.

BabySam (babysam.dk) is Denmark's largest chain for baby equipment and baby clothing. With 31 stores, a handful of private-label brands, an e-commerce store and with a turnover of DKK 534 million (2018/19), BabySam has become Denmark's leading retailer of baby products for the past 40 years.

Now BabySam joins as a new customer to implement Live Video Shopping on their e-commerce. The agreement, which initially runs for 12 months, is based on a fixed monthly license fee and a variable part depending on usage.

- BabySam is a digital pioneer and a leading player in the Danish e-commerce community. It feels great that Live Video Shopping will be used in yet another segment and that Bambuser is getting its second customer in Denmark in the course of a week, says Maryam Ghahremani, CEO of Bambuser.

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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 30 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.