

Bambuser enters into agreement with Swedish brand Lace Laboratory

Bambuser AB has entered into an agreement with Lace Laboratory AB regarding a limited version of Live Video Shopping for retail. The agreement runs for six months without the possibility of an extension, however, with the possibility of upgrading to the full version during or after the agreement expires. As the agreement relates to a limited version, Bambuser estimates revenues to be lower in relation to previously signed agreements for a full version of Live Video Shopping.



On May 13, 2020, Bambuser announced that they will start offering a few selected companies different packages to lower the threshold for SMEs to enter into Live Video Shopping contracts and to evaluate a varied pricing strategy that will accommodate future potential customers in different sizes and with varying needs. Since then, Bambuser has entered into new customer agreements with Odd Molly, By Malina and MEDS.

Today, Bambuser has signed a new agreement with Lace Laboratory regarding a limited version of Live Video Shopping for retail. The agreement runs for six months with no possibility of renewal, however, with the possibility of upgrading to a full version of Live Video Shopping during or after the agreement expires. The agreement is based on a fixed monthly license fee, as well as a variable part depending on usage. The variable part cannot be estimated in advance as it is customer specific and is based on a combination of a number of different parameters.

The parameters included are the number of markets, brands, viewers and view length, broadcasts and broadcast length, transmitted data volume, stored data volume for previously performed broadcasts, the desired video quality, and any additional services. The majority of the contract value is expected to be derived from the variable part. As a result, Bambuser cannot today assess the size of the fixed part of the agreement in relation to total contract value. As the agreement relates to a limited version, the company estimates that the revenue will be lower in relation to previously signed agreements for a full version of Live Video Shopping.

Lace Laboratory AB (lancelaboratory.com) is a Swedish women's underwear brand founded in 2018 by the duo Faye Flensburg and Felicia Lönnqvist. The company's goal is to create high quality lingerie, which suits most situations, girls and tastes. The product development is led by the company together with a strong community of thousands of women. Lace Laboratory will run its first broadcast with Live Video Shopping in June 2020.

Contact information

Maryam Ghahremani, CEO | +46 8 400 160 02 | maryam@bambuser.com
or visit bambuser.com/ir

Certified Adviser

Erik Penser Bank AB | +46 8 463 83 00 | certifiedadviser@penser.se

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.