

Bambuser enters into agreement with American equestrian brand Kerrits – eighth US customer in less than three months

Bambuser AB has entered into a commercial agreement with Kerrits Activewear LLC. The agreement for Live Video Shopping for retail initially runs for nine months and is based on a fixed monthly license fee, as well as a variable part depending on usage. Kerrits is the eighth US brand to enter into Live Video Shopping contracts in less than three months. The United States thus becomes Bambuser's second-largest market in Live Video Shopping.

Kerrits Activewear LLC (kerrits.com) is a US-based brand that targets everything from equestrian enthusiasts to professional riders. Since its inception in 1986, the brand has become known for its unique and functional collections designed for a variety of environments, body shapes, disciplines and riding levels.

Bambuser has today signed a new commercial agreement with Kerrits regarding Live Video Shopping for retail. The agreement initially runs for nine months and 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 driven by 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 the total contract value.

Bambuser has previously signed an agreement with the concept store Showfields on February 26, as well as six brands within one of the world's largest beauty groups on April 6. Kerrits is the eighth US brand to enter into Live Video Shopping contracts in less than three months. The United States thus becomes Bambuser's second-largest market in Live Video Shopping.

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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 15 May 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.

