



Bambuser enters pilot agreement with Italian Radicalbit valued at approx SEK 212,000

Bambuser AB has entered into a pilot agreement with Italian tech company Radicalbit S.r.l. to the value of EUR 20,000 (approx SEK 212,000) to launch a Live Video Shopping pilot for three months.

Bambuser AB today signed a pilot agreement with Radicalbit S.r.l. (radicalbit.io), an Italian technology company. The agreement gives Radicalbit the right to install and use Live Video Shopping with one of its customers, a brand within an Italian fashion group, at a fixed cost of EUR 20,000 (approximately SEK 212,000) during the pilot phase, which lasts for a total of three months.

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 below, on 19 May 2020.

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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.