

Bambuser enters into agreement with Gina Tricot for Live Video Shopping

Bambuser AB has entered into a commercial agreement with the Swedish fashion company Gina Tricot. The Live Video Shopping agreement initially runs for twelve months and is based on a fixed monthly license fee, as well as a variable part depending on usage.



Gina Tricot AB (ginatricot.com) is a Swedish fashion company that offers exciting and feminine fashion to women in over 30 countries. Gina Tricot was founded in 1997, has a turnover of more than SEK 1 billion for the 2018 financial year, as well as around 1900 employees in the Nordics and Germany.

Bambuser has today signed a new agreement with Gina Tricot regarding Live Video Shopping for retail. The agreement initially runs for twelve months and is based on a fixed monthly license fee, as well as a variable part depending on usage. The moving 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.

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 20 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.