

# Bambuser enters into agreement with Indiska for Live Video Shopping

Bambuser AB has entered into an agreement with Indiska Magasinet Aktiebolag. The agreement runs for six months and relates to a limited version of Live Video Shopping for retail. The company estimates that the revenue will be lower in relation to previously signed agreements for a full version.



On May 13, 2020, Bambuser announced that the company will begin 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 caters to future potential customers in different sizes and with varying needs. Since then, Bambuser has signed customer agreements with the brands Odd Molly, By Malina, Lace Laboratory and Stylein, as well as the online pharmacy MEDS.

Today, Bambuser has signed a new agreement with Indiska. The agreement runs for six months and relates to a limited version of Live Video Shopping for retail. 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, 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 as the 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.

Indiska ([indiska.com](http://indiska.com)) is a Swedish lifestyle company established in 1901 that offers fashion and interior design in a unique blend of the colorful Indian heritage and the Scandinavian simplicity. In addition to e-commerce, Indiska currently has 70 stores in Sweden, Norway, Finland and Germany.

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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.