

Bambuser Appoints Sara Lundell of Zettle by PayPal to Chief Financial Officer Position

Bambuser has appointed Sara Lundell as Chief Financial Officer. Sara comes from Zettle by PayPal, where she served as Head of Financial Planning and Analysis. Prior to that, she spent four years at Apple. She will take up her new position as Bambuser's CFO on August 1, 2021.

Sara brings to Bambuser over 15 years of experience in financial planning and analysis (FP&A), accounting and business process improvement. She is joining Bambuser from Zettle by PayPal, where she currently serves as head of FP&A. She joined iZettle prior to its acquisition by PayPal, serving as interim CFO to facilitate the merger. Prior to iZettle, Sara served as manager of demand forecasting and analytics at Apple. Earlier in her career, she held audit and analyst positions at EY, the global organization of Ernst & Young Global Limited.

"I am happy to be joining Bambuser at such an exciting time for the company, and I look forward to building out a strong finance team that can support execution on the company's aggressive agenda for growth and scale," said Sara. "I look forward to working closely with the entire management team as we challenge legacy ideas of retail and spearhead the future of shopping."

Sara will take up her new position as Bambuser's CFO on August 1, 2021. Until then, Johan Helgius has been appointed interim CFO.



###

Contact information

Sherry Smith, Corporate Communications, Bambuser AB | +46 8 400 160 00 | ir@bambuser.com

Certified Adviser

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

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm.