



Bambuser completes the acquisition of Relatable

Bambuser AB ("Bambuser" or the "Company") has today completed the acquisition of 100 percent of the shares in Jefferson AB ("Relatable") which was announced through a press release on 17 May 2021 (the "Transaction"), for a purchase price corresponding to an enterprise value of SEK 200 million as adjusted for net cash and working capital. The purchase price is paid partly in cash and partly in the form of newly issued shares in Bambuser.

Completion of the acquisition of Relatable

The purchase price which is based on an enterprise value of SEK 200,000,000 as adjusted for net cash and working capital, is paid partly with 4,450,376 newly issued shares in Bambuser (the "**Consideration Shares**"), equivalent to a value of SEK 100,000,000, and partly through a cash payment of SEK 100,000,000, as adjusted for net cash and working capital.

The Consideration Shares are issued at a price of SEK 22.47 per share, equal to the volume weighted average price on Nasdaq First North Growth Market during the ten trade days preceding 17 May 2021.

The board of directors has today, pursuant to the authorization granted by the annual general meeting on 29 April 2021, resolved to issue the Consideration Shares. All Consideration Shares have been subscribed for and allotted to the sellers of Relatable. The Consideration Shares represent approximately 2.2 percent of the total number of shares and votes in Bambuser on a fully diluted basis. By issuing the Consideration Shares, the number of shares and votes increase by 4,450,376, from 197,681,619 shares and votes to 202,131,995 shares and votes. The share capital increases by SEK 222,518.80, from SEK 9,884,080.95 to SEK 10,106,599.75.

The sellers of Relatable will hold approximately 2.2 percent of the outstanding shares and votes in Bambuser.

The Consideration Shares received by the seller controlled by Martin Garbarczyk will be subject to lock-up during a period of three years from today. The Consideration Shares received by the other sellers will be subject to lock-up during a period of three months from today.

The Company's and Relatable's financial reporting will be consolidated from 31 May 2021.

Advisors

Baker McKenzie is acting as legal advisor to Bambuser in relation to the Transaction. OWL is acting as financial advisor to Bambuser.

For further information, please contact:

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Certified Adviser

Bambuser's Certified Adviser on Nasdaq First North Growth Market is Erik Penser Bank AB, +46 8463 83 00, certifiedadviser@penser.se.

Please refer to the Company's website for more information: bambuser.com.

About Bambuser AB

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

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