



New Insider Transactions – Chairman Acquires and Subscribes for Additional Shares

Stockholm - 30 August 2021 - Chairman of the Board of Directors, Joel Citron, has acquired an additional 100,000 shares in Bambuser AB via his US-based investment company TAH Management LP (“Tenth Avenue”). The new transaction occurred off-exchange on 25 August 2021 and is worth a total of 1.55 MSEK, with an average share price of SEK 15.48. The seller was Sophie Abrahamsson (CCO).

In addition, Tenth Avenue has subscribed for 1,149,999 new shares on 24 August, based on the options that were acquired on 20 August 2021. Following these transactions worth a total of SEK 19.84 million, Tenth Avenue's ownership in Bambuser has been increased by 1,349,999 shares.

Today, 30 August 2021, a Sweden-based investment bank brokered a block trade with an average share price of SEK 14.60. As part of the block trading, Jesper Funck (CPO) sold 165,532 shares, Mikael Ahlström (Board Member) sold 100,000 shares and Karin Karlström (Board Member) acquired 25,000 shares. The new transactions from the insiders are made primarily for private financial reasons, as they intend to exercise existing stock options to subscribe for shares.

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ABOUT BAMBUSER

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.