

Bambuser and LVMH signs 3-year renewal of Master Agreement

Stockholm - 23 June 2022 - Bambuser today announced it has signed a renewal of the Master Agreement with LVMH Moët Hennessy Louis Vuitton (LVMH). The Master Agreement includes the One-to-One and the One-to-Many solutions from the Bambuser product suite. LVMH is extending the existing agreement for 3 years, the maximum duration of time the group sign vendor agreements.

The extension comes only a few months after LVMH added the One-to-One solution to the existing agreement after many successful Live Video Shopping pilots by selected LVMH Maisons. The extension also strengthens the partnership between Bambuser and LVMH and will allow LVMH to keep pioneering in the video commerce sphere.

Following today's extension of the Master Agreement, Bambuser's Live Video Shopping solutions are now available to all LVMH's Maisons. Bambuser's product suite is a cloud-based software solution used by global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps, and social media.

"We are honoured to renew the Master Agreement with LVMH, and beyond excited that the Maisons of LVMH will continue to pioneer live video commerce. We strongly believe that they will create an industry standard by offering innovative One-to-Many and One-to-One video shopping experiences as a compliment to physical retail and traditional e-commerce," says Maryam Ghahremani, CEO at Bambuser.

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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. Subscribe to Bambuser's press releases [here](#).

Attachments

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