

Following a successful first year of activation, Bambuser today announces further expansion with a world leading home furnishing retailer

Stockholm – 7th Oct, 2022 – Following a successful Global activation, Bambuser today announce that the enrolment post signage of the Master Agreement on Sept 13th 2021, has expanded with local divisions through Americas, EMEA, as well as APAC, enabling all markets who are operating under the home furnishing retail brand, to leverage Bambuser's One-to-Many platform for shoppable livestreams.

The current committed value under the master agreement which is funded through the local divisions carries a total order value of SEK 6.2 million in ARR. “Bambuser has expanded to be Globally known as the obvious solution for Enterprise companies when it comes to Live Video Shopping, and Social- & Video Commerce. We are extremely proud and honoured to have been selected as the preferred provider and are strongly committed to deliver the highest quality in product, and strategic support for many years to come.” 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](#).

This information is information that Bambuser AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-10-07 14:45 CEST.

Attachments

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