

# Bambuser Enters Into New Agreement with initial contract value of USD 569 000

Stockholm – 29 January 2022 – Bambuser announces that its wholly-owned subsidiary Relatable – a Bambuser company (“Relatable”) has entered into a new agreement for the provision of creative influencer marketing services. The agreement, signed with one of the fastest growing Scandinavian tech companies, has an initial contract value of USD 569 000 (approx. SEK 5,3 million).

Under terms of the agreement with the Scandinavian tech company behind innovative tablets designed for professionals, Relatable will provide creative services to the company in the US.

“This partnership is a testament that big brands investing in paid media select Relatable for campaigns to secure better return on their media investments. It also clearly shows that we have a strong value proposition for brands focusing on the highly competitive US Market.” Says Kalle Mobeck, CEO of Relatable.

The acquisition of Relatable, first announced on May 17, 2021 and completed by May 31, 2021, strategically brings together core competencies and proprietary technologies for Live Video Shopping and influencer marketing. As a result, brands and retailers can better leverage livestream shopping at scale and drive business results.

## Contact information

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## About Bambuser

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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 2022-01-29 22:15 CET.*

## **Attachments**

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**[Bambuser Enters Into New Agreement with initial contract value of USD 569 000](#)**