

Interim Report Q2 2024

Q2 Highlights

- ARR of SEK 105.2 million, -14% y/y and +7% q/q growth at constant exchange rates (“CER”), an organic growth of -22% y/y and -2% q/q (“CER”).
- Net Sales SaaS of SEK 26.9 million (32.3) representing a growth of -17% y/y and +1% q/q.
- Adjusted EBITDA* of SEK -22.5 million (-34.9), representing a -84% margin, +24%p. y/y and +9%p. q/q.
- Free Cash Flow of SEK -21.1 million (-24.3), representing a -78% FCF margin, -29%p. y/y and +14%p. q/q.
- End of quarter Cash Balance of SEK 220.0 million (324.0), which is sufficient to take Bambuser to positive cash flow.
- Free Cash Flow reached its lowest burn rate to date, reflecting the effectiveness of undertaken cost-saving measures.

In this report, all figures in brackets refer to the corresponding period of the previous year unless stated otherwise.

KPI	Q2	Q2	% y/y	Q1	% q/q	Jan-Jun	Jan-Jun	%
	2024	2023		2024		2024	2023	ytd/ytd
ARR (SEKm)	105,2	126,0	-17%	98,9	6%	105,2	126,0	-17%
ARR growth (CER)			-14%		7%			-14%
NRR % (LTM ¹)	63%	64%	0%p.	64%	0%p.	63%	64%	0%p.
Net Sales SaaS (SEKm)	26,9	32,3	-17%	26,7	1%	53,6	66,5	-19%
Gross Margin SaaS (%)	77%	76%	1%p.	79%	-2%p.	78%	79%	-1%p.
EBITDA (SEKm)	-22,6	-38,0	-41%	-25,3	-11%	-47,9	-69,7	-31%
EBITDA %	-84%	-78%	-6%p.	-95%	11%p.	-89%	-69%	-20%p.
Adj EBITDA (SEKm)*	-22,5	-34,9	-35%	-24,8	-9%	-47,4	-64,0	-26%
Adj EBITDA %*	-84%	-108%	24%p.	-93%	9%p.	-88%	-96%	8%p.
EBIT (SEKm)	-29,7	-55,8	-47%	-32,4	-8%	-62,1	-105,1	-41%
EBIT %	-110%	-114%	3%p.	-121%	11%p.	-116%	-104%	-11%p.
Adj. EBIT (SEKm)*	-29,6	-41,8	-29%	-32,3	-8%	-61,9	-78,0	-21%
Adj. EBIT %*	-110%	-129%	19%p.	-121%	11%p.	-116%	-117%	2%p.
Cash Balance EOP (SEKm)	220,0	324,0	-32%	247,3	-11%	220,0	324,0	-32%
FCF (SEKm)	-21,1	-24,3	-13%	-24,7	-15%	-45,8	-55,0	-17%
FCF Margin (%)	-78%	-50%	29%p.	-93%	14%p.	-85%	-55%	-31%p.
FCF / Share (SEK, LTM)	-0,55	-0,57	-3%	-0,57	-3%	-0,55	-0,57	-3%
No of shares EOP	211 235 385	211 235 385	0%	211 235 385	0%	211 235 385	211 235 385	0%
No of Fully diluted shares EOP	224 649 775	228 621 562	-2%	220 462 997	2%	224 649 775	228 621 562	-2%
Full-time Equivalents EOP	81	168	-52%	95	-15%	81	168	-52%
No of Customer Groups (CG)	223	245	-9%	216	3%	223	245	-9%
Avg ARR per CG (SEKk)	471,7	514,5	-8%	457,8	3%	471,7	514,5	-8%

1. LTM = Last twelve months.

*For the sake of comparability, In Q1 2024 Adj. EBITDA was restated to only reflect the ongoing business of Bambuser, hence disregarding the divested “Relatable” business. In addition, and for the same reason, Adj. EBIT (%) was added. These KPIs are defined in “Definitions” on page 21.

CEO Comments

Dear Shareholders,

Q2 2024 marked another significant step forward in our journey to transform commerce through interactive video. We achieved several key milestones this quarter, including the acquisition of the HERO solution from Klarna, further enhancements to our platform, and promising early traction for our new Shoppable Video product.

Our Annual Recurring Revenue (ARR) reached SEK 105.2 million, a 7% increase quarter-over-quarter at Constant Exchange Rates (CER), fuelled by the acquisition of HERO. Despite an organic growth in ARR of -2% quarter-over-quarter, we are pleased to see high retention from our top customers, with a Net Revenue Retention (NRR) of 104% among our Top 20 Accounts. The quarter also welcomed new customers such as Audi, Luisaviaroma, and Hy-Vee, all excellent examples of the kind of enterprise partnerships we are committed to cultivating.

We have taken decisive steps to streamline our operations, which is reflected in our Free Cash Flow (FCF) reaching a lowest burn rate to date and in a 26% year-over-year improvement in OPEX. This strong financial performance positions us well for continued margin expansion as we accelerate growth.

The acquisition of the HERO solution, now under the product name Chat, has further strengthened our Digital Clienteling offering, complementing our existing Video Consultation product. We are seeing surging interest in Chat from both new and existing customers, and we anticipate it will play a pivotal role in growing our Digital Clienteling solution, which currently represents approximately 10% of our ARR. Once the Chat solution is fully carved out from Klarna in the coming months, we will be able to seamlessly integrate it into the Bambuser platform. This will empower merchants to leverage Chat as the entry point for customer conversations, qualifying leads and guiding them towards video consultations, ultimately driving higher conversions and deeper customer relationships.

The introduction of Chat expands our platform's purpose, enabling us to embrace customer interactions beyond video and offer a comprehensive virtual commerce platform. While video remains a key element in this vision, we are now equipped to facilitate a wider range of engaging customer experiences.

We are witnessing a clear shift in the market, with more and more merchants recognizing the power of video and experimenting with it as a core part of their e-commerce strategy. This trend aligns perfectly with our vision for the future of commerce.



Video is woven into the fabric of our daily lives, from YouTube and Zoom to social media platforms like Instagram and TikTok. For the younger generation, video is the primary source of information and entertainment. Merchants who fail to adapt to this reality risk being left behind, unable to effectively connect with their customers.

Our Shoppable Video product is designed to empower merchants to embrace this video-first world, enabling them to transform existing content from social media, ads, and other sources into engaging, shoppable experiences. This not only unlocks incremental revenue streams by driving increased conversion and higher average order value but also removes a major barrier to adoption we have encountered with our Live product – the need for dedicated resources to produce live video.

While our Live product remains a critical sales channel for many retailers, we believe Shoppable Video represents an even larger opportunity within our total addressable market. It's worth noting that, currently, around 85% of our ARR is based on our Live product, highlighting the significant growth potential ahead as Shoppable Video gains further traction. We are energized by the progress we have made and confident in our future. Our focus remains on delivering innovative products, expanding our customer base, and achieving sustainable, profitable growth.

I want to express my sincere gratitude to our dedicated team, valued customers, and supportive shareholders. Together, we are reshaping commerce and creating a future where video plays a central role in every shopping journey.

Maryam Ghahremani,
CEO of Bambuser

Business Highlights

ARR

The ARR was SEK 105.2 million, representing -14% y/y growth and +7% q/q at CER. In organic growth terms, this reflects a -22% y/y and -2% q/q growth at CER. By the end of June, we had a total of 223 Customer Groups, representing a decline of -9% y/y.

Total ARR per Customer Group was SEK 471.7 thousand, a decline of -8% at CER compared to Q2 2023 and +3% compared to Q1 2024. Looking at organic Customer Groups, the ARR per Customer Group was SEK 456.7 thousand, a decline of -11% y/y and flat q/q. As in last quarter, the total development y/y in ARR per Customer Group is attributable to churn and downselling, particularly driven by the Americas region. The lower average ARR of the pricing model that was introduced last year also has an impact on average ARR. In addition, we note an increasing number of customers coming in via Shopify, at an average

ARR of SEK 25 thousand, which furthers the decline in average ARR. The total development of +7% q/q is explained by the acquisition of the tech solution HERO from Klarna, with customers displaying a higher average ARR.

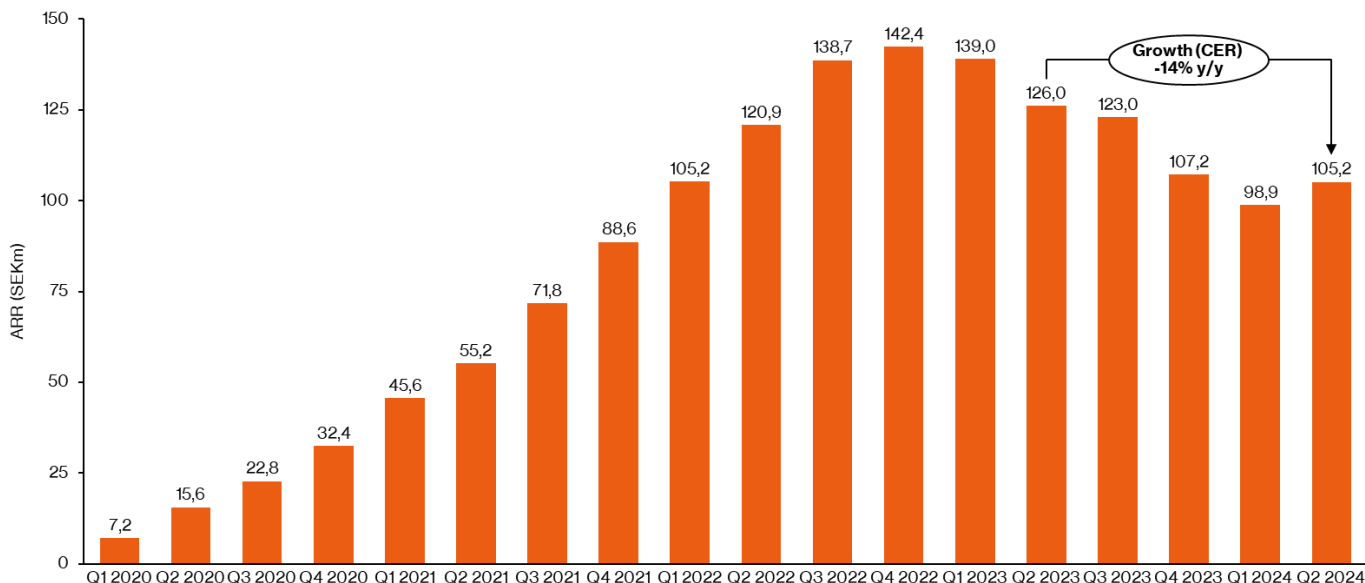
Group LTM NRR was 63% (-0%p. y/y and -0%p. q/q). Looking at comparable Top 20 Accounts, their LTM NRR was 104%, +3%p. q/q, reflecting the strength of our product suite with the enterprise customer segment. These Top 20 accounts exhibited an ARR growth of +5% y/y (at CER) and account for 41% of total ARR (+8%p. y/y at CER).

EMEA accounts for 57% of total ARR and was -12% y/y, Americas accounts for 34% of total ARR and was -19% y/y, and APAC accounts for 9% of ARR, ending at -5% y/y (all y/y changes are at CER).

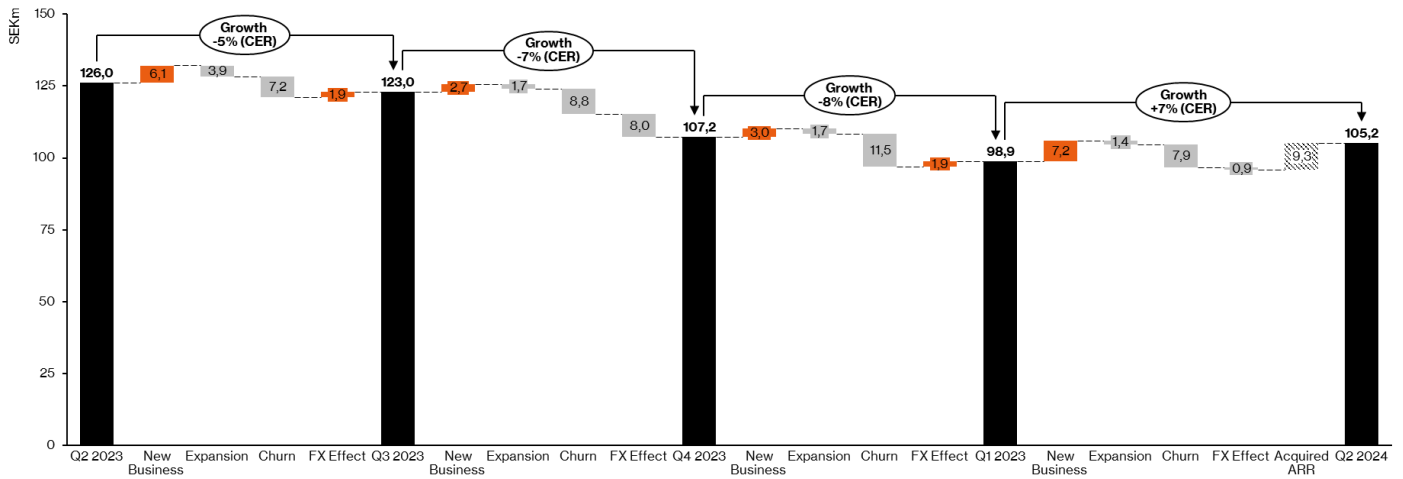
ARR Development

Q1 2020 – Q2 2024

SEKm



ARR Bridge
Q2 2023 – Q2 2024
SEKm



In the ARR bridge graph above, please note that the "New Business", "Expansion", and "Churn" in each quarter are calculated using each quarter's respective foreign exchange rate(s). The "FX Effect" captures exchange rate changes in ingoing versus outgoing ARR in the quarter.

Regions	Q2 2024	Q2 2023	% y/y	Q1 2024	% q/q
EMEA					
ARR (SEKm)	60,5	67,5	-10%	55,9	8%
ARR Growth (CER)			-12%		3%
No of Customer Groups	123	146	-16%	124	-1%
Share of ARR	57%	54%	3,9%p.	56%	1,0%p.
Americas					
ARR (SEKm)	35,5	48,5	-27%	34,7	2%
ARR Growth (CER)			-19%		2%
No of Customer Groups	90	85	6%	84	7%
Share of ARR	34%	38%	-4,7%p.	35%	-1,4%p.
APAC					
ARR (SEKm)	9,2	10,0	-8%	8,3	11%
ARR Growth (CER)			-5%		11%
No of Customer Groups	10	14	-29%	8	25%
Share of ARR	9%	8%	0,8%p.	8%	0,3%p.

In Q3 2023, ARR attribution between the regions has been adjusted to better reflect the way we work with customer groups internally. This amendment has impacted the comparable numbers on regional level; total level comparable numbers are naturally unaltered.

New Business

Adore Me

Adore Me is an innovative lingerie brand offering stylish, size-inclusive intimates, loungewear, and swimwear through a convenient subscription model.

Audi

Audi is a top German luxury car maker known for innovative technology, elegant design, and high-performance vehicles.

Elemis

Elemis is a luxury British skincare brand known for its advanced, spa-inspired products that blend natural ingredients with cutting-edge technology for effective skincare.

Hy-Vee

Hy-Vee is a U.S. retailer known for its grocery stores, dining options, health services and wellness-focused programs. The chain is ranked as one of the top companies in the nation for providing convenient, customer-focused shopping experiences.

Luisaviaroma

Luisaviaroma is a high-end online luxury fashion retailer offering a curated selection of designer clothing, accessories, and lifestyle products from renowned international brands.

Riposa Swiss Sleep

Riposa Swiss Sleep specializes in handcrafted Swiss mattresses and sleep solutions. It is known for its innovative design and high-quality materials, which promote restful, healthy sleep.

s.Oliver

s.Oliver is a global fashion brand known for its casual and contemporary clothing, offering stylish and affordable apparel for men, women, and children.

World of Destinations

World of Destinations connects luxury travel brands with high-end travel agents and tour operators, offering expert marketing and sales services for brand growth.

Products Highlights

Shoppable Video

Bambuser clients can now source video content from any origin - whether recorded live shows, camera roll, or external sources - and redistribute it as shoppable video anywhere on their e-commerce site. With Shoppable Video, clients can easily upload content, add the shoppable element, and seamlessly edit, manage, and distribute a large number of videos throughout their site, all without the need for developer assistance. By repurposing videos into shoppable content, clients can maximize their return on investment, turning every piece of content into a driver of increased engagement and sales potential.

App Framework

We are excited to introduce the App Framework, a versatile tool that allows Bambuser clients to create and integrate custom apps directly within the Bambuser platform. Whether the goal is to add screens before or after shoppable calls, facilitate real-time collaboration, collect data, design virtual backgrounds, or explore augmented reality features such as virtual try-on, the App Framework offers endless possibilities. This enhancement empowers clients to tailor the video commerce experience to their specific needs, ensuring a fully customized and engaging experience for their audiences that increases both sales and conversion.

Product Bundles

The new Product Bundles feature enables Bambuser clients to present multiple products within a single product highlight. Clients can easily select and bundle complementary products, showcasing them simultaneously to viewers during shows. This functionality is designed to enhance upselling opportunities by offering curated combinations that cater to customer preferences, thereby maximizing the potential for increased sales and customer satisfaction.

Translations for pre-recorded video

We're pleased to announce that Bambuser now supports translations for all pre-recorded videos, allowing clients to extend their reach to a global audience. Clients can select from a wide range of languages and add multiple translations to their content, ensuring that their pre-recorded shows are accessible to viewers worldwide. This enhancement not only broadens brand visibility but also ensures that shoppable videos resonate with diverse audiences, driving engagement and expanding market reach.

Financial Performance

The partnership with Klarna and subsequent acquisition of the tech solution HERO, which was announced in connection to the Q1 report, came into effect in Q2, with the acquisition subsequently hitting the books in the quarter. To enhance comparability with previous reports we will therefore distinguish between “Organic” and “Total” effects, with the former denoting effects of the ongoing business (excluding the financial performance of acquired businesses) and the latter denoting the total effects, both comparable and non-comparable.

Net Sales

Total SaaS Net Sales amounted to SEK 26.9 million (32.3), a decline of -17% y/y and +1% q/q. Organic SaaS Net Sales ended at 24.8 (32.3), a decline of -23% y/y, reflecting the year-over-year ARR development and thus driven by Licenses Net Sales.

95% of the total SaaS Net Sales is recurring. Organic SaaS Net Sales was -7% q/q.

Gross Margin

Total SaaS gross margin was 77%, +1%p. y/y and -2%p q/q. The downturn versus last quarter is mainly explained by short-term financial impact from the acquired tech solution HERO, whereas the year-over-year positive impact is driven by efficiency measures in the customer support organization.

Organic SaaS gross margin was 78%, +3%p. y/y and -1%p. q/q.

EBITDA

EBITDA amounted to SEK -22.6 million (-38.0). Operating expenses (“OPEX”, excluding Other Operating Income and Other Operating Expenses) were down 25% y/y and 7% q/q.

By adjusting for stock option-related costs, depreciations, and amortizations (non-cash items), OPEX saw an improvement of 26% y/y driven mainly by leaner and more effective Sales and Marketing (S&M) and Research and Development (R&D) functions, reflected in staff and consultancy spend being down y/y. Furthermore, efficiency measures in spend for marketing programs, tech stack and premises continue to contribute positively to the y/y OPEX improvement. There was a one-time effect in the quarter for garden leave and severance pay in the S&M and R&D functions of SEK 1.3 million. In addition, one-time costs relating to the LTI 24/27 program of SEK 2.4m impacted OPEX in the quarter.

Adjusted EBITDA (excluding items affecting comparability) amounted to SEK -22.5 million (-34.9). Adjusted items refer to acquisition or divestment-related costs and provisions for the social security liability and option premium for stock option programs (LTI 22/25). LTI 22/25 is described in the annual report 2022.

Cash Flow

As of June 30, 2024, cash and cash equivalents amounted to SEK 220.0 million (324.0). Cash flow from operating activities amounted to SEK -21.1 million (-24.3). As per earlier communication, the cash position is sufficient to take Bambuser to positive cash flow.

Free cash flow (FCF) for the quarter amounted to SEK -21.1 million (-24.3), implying a FCF Margin of -78% (-50%), a non-comparable y/y change as the Relatable business impacts the Q2 2023 number.

There was a rights issue of SEK 1.6m in Q2 in connection to the LTI 24/27. For the last twelve months (LTM), FCF amounted to -117.0 million (-120.4), resulting in a FCF margin of -103% (-90%) and a FCF per share of SEK -0.55 (SEK -0.57).

Financial Reporting

Bambuser Group

Condensed Consolidated Income Statement

(in thousands SEK)

	Notes	2024	2024	2023	2023	2023
		Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
		Q2	YTD	Q2	YTD	Full year
Net Sales	2	26 908	53 591	49 019	100 646	188 471
Cost of Revenue	3	-6 274	-11 861	-36 513	-71 200	-133 079
Gross Profit		20 634	41 730	12 506	29 446	55 392
Sales & Marketing	4	-17 495	-37 796	-22 984	-46 412	-86 228
Research & Development	4	-19 722	-40 209	-28 681	-55 909	-98 634
General & Administration	4	-15 443	-31 214	-18 352	-34 613	-66 823
Other Operating Income	5	3 331	7 198	2 474	3 727	7 829
Other Operating Expenses	6	-1 020	-1 817	-720	-1 312	-95 542
Operating Income (EBIT)		-29 714	-62 107	-55 757	-105 073	-284 007
Financial Net						
Financial Income	7	1 567	5 690	4 995	6 207	5 671
Financial Expenses		-1	-8	-14	-15	-21
		1 565	5 682	4 981	6 192	5 649
Earnings Before Tax (EBT)		-28 149	-56 425	-50 776	-98 881	-278 358
Tax		-612	-660	178	167	-46
Net Income		-28 760	-57 086	-50 598	-98 714	-278 403

Bambuser Group

Condensed Consolidated Balance Sheet

(in thousands SEK)

	Notes	2024-06-30	2023-06-30	2023-12-31
Assets				
Intangible assets				
Capitalized development expenses		49 881	79 379	63 142
Customer relationships		10 707	0	0
Goodwill		33	119 868	146
		60 620	199 247	63 288
Tangible assets				
Furniture and equipment		2 363	3 963	3 393
		2 363	3 963	3 393
Financial assets				
Other receivables		5 822	8 085	6 235
		5 822	8 085	6 235
Total non-current assets		68 805	211 294	72 916
Current assets				
Trade receivables		13 438	26 289	19 637
Other current assets		4 409	3 584	4 593
Prepaid expenses and accrued income		12 560	10 046	5 167
		30 407	39 919	29 397
Cash and cash equivalents				
Cash and cash equivalents		220 006	324 005	272 062
		220 006	324 005	272 062
Total current assets		250 413	363 924	301 459
TOTAL ASSETS		319 217	575 219	374 375
Equity and liabilities				
Equity				
Share capital		10 562	10 562	10 562
Other paid in equity		1 066 929	1 063 876	1 065 333
Other equity including net income		-813 870	-578 908	-757 023
Total Equity		263 621	495 530	318 872
Current liabilities				
Trade payables		4 479	11 058	6 913
Income tax payable		197	202	188
Other current liabilities		6 205	6 427	5 107
Accrued expenses and deferred income	9	44 715	62 002	43 295
Total current liabilities		55 597	79 689	55 503
Total liabilities		55 597	79 689	55 503
TOTAL EQUITY AND LIABILITIES		319 217	575 219	374 375

Bambuser Group**Consolidated Equity**

(in thousands SEK)

	Share Capital	Other paid in capital	Other equity including net income	Total Equity
Equity as per December 31, 2022	10 562	1 063 876	-484 723	589 715
Loss for the year	0	0	-278 403	-278 403
Foreign exchange difference from subsidiaries	0	0	-134	-134
Stock options	0	0	6 237	6 237
Rights issues	0	1 457	0	1 457
Equity as per December 31, 2023	10 562	1 065 333	-757 023	318 872
Equity as per December 31, 2022	10 562	1 063 876	-484 723	589 715
Loss for the year	0	0	-98 715	-98 715
Foreign exchange difference from subsidiaries	0	0	357	357
Stock options	0	0	4 172	4 172
Rights issues	0	0	0	0
Equity as per June 30, 2023	10 562	1 063 876	-578 908	495 530
Equity as per December 31, 2023	10 562	1 065 333	-757 023	318 872
Loss for the year	0	0	-57 086	-57 086
Foreign exchange difference from subsidiaries	0	0	42	42
Stock options	0	0	196	196
Rights issues	0	1 596	0	1 596
Equity as per June 30, 2024	10 562	1 066 929	-813 870	263 621

Bambuser Group

Condensed Consolidated Cash Flow

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Cash flow from operations before working capital	-21 529	-42 322	-30 950	-59 130	-117 683
Change in current receivables	-2 011	-1 222	2 881	10 556	16 570
Change in current payables	2 477	-2 261	3 740	-6 417	-19 133
Cash flow from operations	-21 063	-45 806	-24 329	-54 991	-120 247
Investment activities					
Investments in tangible assets	0	0	0	0	-189
Divestments of tangible assets	3	51	0	12	12
Acquisition of subsidiary	-10 758	-10 758	0	0	0
Divestment of subsidiary	2 294	2 294	0	0	12 696
Deposits	770	437	171	146	17
Cash flow from investment activities	-7 690	-7 976	171	159	12 537
Financing activities					
Rights issue	1 596	1 596	0	0	1 457
Cash flow from financing activities	1 596	1 596	0	0	1 457
Cash flow for the period	-27 157	-52 185	-24 158	-54 832	-106 253
Cash at the beginning of the period	247 261	272 062	347 783	378 450	378 450
Net exchange losses/gains on cash and cash equivalents	-98	129	379	388	-136
Cash at the end of the period	220 006	220 006	324 005	324 005	272 062

Bambuser Group

Condensed Parent Income Statement

(in thousands SEK)

	Notes	2024	2024	2023	2023	2023
		Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
		Q2	YTD	Q2	YTD	Full year
Net Sales	2	24 844	51 527	32 402	67 009	127 091
Cost of Revenue	3	-5 240	-9 523	-15 216	-27 166	-43 069
Gross Profit		19 605	42 004	17 186	39 843	84 022
Sales & Marketing	4	-18 905	-41 472	-26 007	-51 387	-95 040
Research & Development	4	-19 722	-40 481	-28 681	-55 909	-98 915
General & Administration	4	-15 258	-30 734	-17 729	-33 672	-65 372
Other Operating Income	5	3 257	7 124	7 756	13 157	22 614
Other Operating Expenses	6	-1 020	-1 457	-720	-1 312	-4 609
Operating Income (EBIT)		-32 043	-65 015	-48 194	-89 280	-157 302
Result from participations in group companies	8	0	0	0	0	-193 493
Financial Income	7	1 691	5 898	5 068	6 378	6 049
Financial Expenses		-1	-3	-14	-15	-21
Financial Net		1 690	5 895	5 054	6 363	-187 464
Earnings after financial items		-30 353	-59 120	-43 140	-82 917	-344 766
Appropriations		0	0	0	0	1 457
Earnings before tax (EBT)		-30 353	-59 120	-43 140	-82 917	-343 309
Tax		0	0	-4	-4	-53
Net Income		-30 353	-59 120	-43 144	-82 920	-343 362

Bambuser Group

Condensed Parent Balance Sheet

(in thousands SEK)

	Notes	2024-06-30	2023-06-30	2023-12-31
Assets				
Intangible assets				
Capitalized development expenses		49 881	76 519	63 142
Goodwill		33	259	146
		49 913	76 778	63 288
Tangible assets				
Furniture and equipment		2 348	3 319	2 936
		2 348	3 319	2 936
Financial assets				
Shares in subsidiaries		12 607	215 038	814
Other receivables		5 406	5 063	5 477
		18 013	220 101	6 291
Total non-current assets		70 275	300 198	72 515
Current assets				
Trade receivables		13 438	18 024	19 637
Receivables from group companies		4 916	14 782	4 731
Other current assets		1 968	2 634	3 796
Prepaid expenses and accrued income		11 523	9 086	4 632
Total current assets		31 845	44 526	32 797
Cash and cash equivalents				
Cash and cash equivalents		212 782	301 639	267 179
		212 782	301 639	267 179
Total current assets		244 627	346 165	299 976
TOTAL ASSETS		314 901	646 363	372 491
Equity and liabilities				
Equity				
Restricted Equity				
Share capital		10 562	10 562	10 562
Development fund		49 881	76 519	63 142
		60 443	87 081	73 704
Unrestricted Equity				
Share premium fund		1 065 473	1 063 877	1 063 877
Retained earnings incl. net income		-868 630	-577 968	-822 967
		196 843	485 909	240 910
Total Equity		257 286	572 990	314 614
Liabilities				
Trade payables		4 345	7 321	6 717
Payables to group companies		3 348	5 506	3 480
Other current liabilities		5 442	5 798	4 768
Accrued expenses and deferred income	9	44 482	54 748	42 912
		57 616	73 374	57 877
Total liabilities		57 616	73 374	57 877
TOTAL EQUITY AND LIABILITIES		314 901	646 363	372 491

Bambuser Group

Parent Equity

(in thousands SEK)

	Share Capital	Development fund	Share premium fund	Retained earnings	Total Equity
Equity as per December 31, 2022	10 562	89 896	1 063 877	-512 596	651 738
Loss for the year	0	0	0	-343 362	-343 362
Change in development fund	0	-26 754	0	26 754	0
Stock options	0	0	0	6 237	6 237
Rights issues	0	0	0	0	0
Equity as per December 31, 2023	10 562	63 142	1 063 877	-822 967	314 614
Equity as per December 31, 2022	10 562	89 896	1 063 877	-512 596	651 738
Loss for the year	0	0	0	-82 921	-82 921
Change in development fund	0	-13 377	0	13 377	0
Stock options	0	0	0	4 173	4 173
Rights issues	0	0	0	0	0
Equity as per June 30, 2023	10 562	76 519	1 063 877	-577 968	572 990
Equity as per December 31, 2023	10 562	63 142	1 063 877	-822 967	314 614
Loss for the year	0	0	0	-59 120	-59 120
Change in development fund	0	-13 261	0	13 261	0
Stock options	0	0	0	196	196
Rights issues	0	0	1 596	0	1 596
Equity as per June 30, 2024	10 562	49 881	1 065 473	-868 630	257 286

Bambuser Group**Condensed Parent Cash Flow**

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Cash flow from operations before working capital	-23 334	-44 962	-34 176	-64 690	-117 069
Change in current receivables	-1 316	-1 342	6 339	8 520	22 543
Change in current payables	2 261	-1 297	3 635	-215	-15 712
Cash flow from operations	-22 390	-47 601	-24 202	-56 385	-110 238
Investment activities					
Investments in tangible assets	0	0	0	0	-189
Acquisition of subsidiary	-10 758	-10 758	0	0	0
Divestment of subsidiary	2 294	2 294	0	0	14 559
Dividends from subsidiaries	0	0	0	0	3 979
Deposits	172	71	-164	-151	-565
Cash flow from investment activities	-8 292	-8 393	-164	-151	17 784
Financing activities					
Group Contribution	0	0	0	0	1 457
Rights Issue	1 596	1 596	0	0	0
Cash flow from financing activities	1 596	1 596	0	0	1 457
Cash flow for the period	-29 085	-54 398	-24 366	-56 536	-90 996
Cash at the beginning of the period	241 867	267 179	326 005	358 175	358 175
Cash at the end of the period	212 782	212 782	301 639	301 639	267 179

Accounting policies and Explanatory notes

Note 1 – Accounting Principles

The interim report period is from April to June 2024. The interim report has been prepared in accordance with the Annual Accounts Act. The accounting and valuation policies applied are consistent with the Swedish Accounting Standards Board's Category 3 (BFN K3) regulation. The parent company applies the same accounting policies as the group.

Note 2 – Total Revenue

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Fullyear
Consolidated					
<i>Net Sales</i>					
Net Sales SaaS (Licenses)	25 479	50 211	30 452	62 526	119 407
Net Sales SaaS (Other Services)	1 429	3 380	1 858	3 965	6 820
Net Sales Professional Services	0	0	16 709	34 155	62 244
Total Net Sales	26 908	53 591	49 019	100 646	188 471
Parent					
<i>Net Sales</i>					
Net Sales SaaS (Licenses)	23 416	48 147	30 452	62 526	119 407
Net Sales SaaS (Other Services)	1 429	3 380	1 858	3 965	6 820
Net Sales Professional Services	0	0	92	518	864
Total Net Sales	24 844	51 527	32 402	67 009	127 091

Note 3 – Cost of Revenue

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Consolidated					
<i>Cost of SaaS Revenue</i>					
Staff costs	-3 100	-6 500	-4 741	-8 471	-15 408
Other external costs	-3 174	-5 361	-3 066	-5 678	-11 356
Total Cost of SaaS Revenue	-6 274	-11 861	-7 807	-14 148	-26 765
<i>Cost of Professional Services Revenue</i>					
Staff costs excl. stock option related costs	0	0	-8 648	-16 341	-27 495
Stock option related costs	0	0	-17	-22	-37
Other external costs	0	0	-9 093	-18 633	-35 805
Other external expenses	0	0	-227	-639	-1 945
Depreciations and Amortizations	0	0	-10 722	-21 418	-41 032
Total Cost of Professional Services Revenue	0	0	-28 706	-57 052	-106 315
Total Cost of Revenue	-6 274	-11 861	-36 513	-71 200	-133 079
Parent					
<i>Cost of SaaS Revenue</i>					
Staff costs	-2 065	-4 162	-3 643	-6 394	-10 863
Other external costs	-3 174	-5 361	-3 066	-5 678	-11 356
Total Cost of SaaS Revenue	-5 240	-9 523	-6 709	-12 071	-22 220
<i>Cost of Professional Services Revenue</i>					
Staff costs excl. stock option related costs	0	0	-7 900	-14 205	-19 364
Stock option related costs	0	0	-17	-22	-37
Other external costs	0	0	-468	-650	-1 048
Depreciations and Amortizations	0	0	-122	-218	-400
Total Cost of Professional Services Revenue	0	0	-8 507	-15 095	-20 849
Total Cost of Revenue	-5 240	-9 523	-15 216	-27 166	-43 069

Note 4 – Cost per Function

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Consolidated					
<i>Sales & Marketing</i>					
Staff costs excl. stock option related costs	-13 308	-26 879	-14 588	-27 927	-52 999
Stock option related costs	-48	-110	-351	-597	-992
Other external costs	-4 070	-10 623	-7 912	-17 620	-31 691
Depreciations and Amortizations	-69	-183	-134	-267	-545
Total Sales & Marketing	-17 495	-37 796	-22 984	-46 412	-86 228
<i>Research & Development</i>					
Staff costs excl. stock option related costs	-9 826	-20 366	-17 269	-32 330	-52 410
Stock option related costs	-9	-20	-133	-472	-594
Other external costs	-2 966	-6 061	-4 458	-9 440	-18 301
Depreciations and Amortizations	-6 921	-13 762	-6 821	-13 667	-27 329
Total Research & Development	-19 722	-40 209	-28 681	-55 909	-98 634
<i>General & Administration</i>					
Staff costs excl. stock option related costs	-8 518	-15 826	-7 029	-12 622	-25 938
Stock option related costs	-29	-66	-1 438	-3 081	-4 614
Other external costs	-6 764	-15 074	-9 854	-18 852	-36 125
Depreciations and Amortizations	-132	-249	-31	-58	-146
Total General & Administration	-15 443	-31 214	-18 352	-34 613	-66 823
Total Costs per Function	-52 660	-109 218	-70 017	-136 933	-251 685
Parent					
<i>Sales & Marketing</i>					
Staff costs excl. stock option related costs	-6 644	-13 725	-7 432	-13 754	-24 821
Stock option related costs	-48	-110	-351	-597	-992
Other external costs	-12 153	-27 504	-18 168	-36 920	-68 982
Depreciations and Amortizations	-61	-133	-55	-116	-246
Total Sales & Marketing	-18 905	-41 472	-26 007	-51 387	-95 040
<i>Research & Development</i>					
Staff costs excl. stock option related costs	-9 320	-19 479	-16 317	-29 919	-49 219
Stock option related costs	-9	-20	-133	-472	-594
Other external costs	-3 653	-7 402	-5 409	-11 850	-21 773
Depreciations and Amortizations	-6 740	-13 580	-6 821	-13 667	-27 329
Total Research & Development	-19 722	-40 481	-28 681	-55 909	-98 915
<i>General & Administration</i>					
Staff costs excl. stock option related costs	-8 425	-15 688	-6 980	-12 545	-25 757
Stock option related costs	-29	-66	-1 438	-3 081	-4 614
Other external costs	-6 672	-14 731	-9 279	-17 988	-34 855
Depreciations and Amortizations	-132	-249	-31	-58	-146
Total General & Administration	-15 258	-30 734	-17 729	-33 672	-65 372
Total Costs per Function	-53 885	-112 687	-72 416	-140 967	-259 328

Note 5 – Other Operating Income

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Consolidated					
<i>Other Operating Income</i>					
FX Gains	793	1 916	2 474	3 710	6 720
Rental Income	2 415	5 030	0	0	1 048
Other Revenue	123	252	0	18	62
Total Other Income	3 331	7 198	2 474	3 727	7 829
Parent					
<i>Other Operating Income</i>					
FX Gains	722	1 845	1 687	2 418	4 612
Rental Income	2 415	5 030	0	0	1 948
Other Revenue*	120	250	6 069	10 739	16 054
Total Other Income	3 257	7 124	7 756	13 157	22 614

*Other revenue includes invoices to subsidiaries of SEK 6.1 million in Q2 2023 and SEK 10.7 million for the period January to June 2023.

Note 6 – Other Operating Expenses

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Consolidated					
<i>Other Operating Expenses</i>					
FX Loss	-1020	-1 457	-720	-1 312	-4 609
Loss from sale of participations in subsidiaries	0	0	0	0	-85 491
Transaction related costs	0	0	0	0	-5 442
Disposal of Tangibles	0	-361	0	0	0
Total Other Operating Expenses	-1020	-1817	-720	-1312	-95 542
Parent					
<i>Other Operating Expenses</i>					
FX Loss	-1020	-1 457	-720	-1 312	-4 609
Loss from sale of participations in subsidiaries	0	0	0	0	0
Transaction related costs	0	0	0	0	0
Disposal of Tangibles	0	0	0	0	0
Total Other Operating Expenses	-1020	-1457	-720	-1312	-4 609

Note 7 – Financial income

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Consolidated					
<i>Financial income</i>					
Exchange gain	693	2 890	3 993	5 746	9 807
Exchange loss	-1 002	-1 165	-396	-1 748	-9 935
Interest income	1 876	3 965	1 398	2 208	5 799
Total Financial income	1 567	5 690	4 995	6 207	5 671
Parent					
<i>Financial income</i>					
Exchange gain	693	2 890	3 920	5 590	9 539
Exchange loss	-927	-1 058	-334	-1 588	-9 607
Interest income	1 926	4 066	1 482	2 376	6 117
Total Financial income	1 691	5 898	5 068	6 378	6 049

Note 8 – Result from participations in group companies

(in thousands SEK)

	2024	2024	2023	2023	2023
	Apr-Jun	Jan-Jun	Apr-Jun	Jan-Jun	Jan-Dec
	Q2	YTD	Q2	YTD	Full year
Parent					
<i>Result from participations in group companies</i>					
Dividends from subsidiaries	0	0	0	0	3 979
Impairments of subsidiaries	0	0	0	0	-100
Loss from sale of participations in subsidiaries	0	0	0	0	-197 372
Total Result from Subsidiaries	0	0	0	0	-193 493

Note 9 – Accrued expenses and deferred income

(in thousands SEK)

	2024-06-30	2023-06-30	2023-12-31
Consolidated			
<i>Accrued expenses and deferred income</i>			
Accrued staff expenses	14 028	19 878	9 355
Accrued other expenses	4 812	4 940	5 380
Deferred Income	25 875	37 184	28 560
Total Accrued expenses and deferred income	44 715	62 002	43 295
Parent			
<i>Accrued expenses and deferred income</i>			
Accrued staff expenses	13 974	19 622	9 183
Accrued other expenses	4 633	4 402	5 169
Deferred Income	25 875	30 724	28 560
Total Accrued expenses and deferred income	44 482	54 748	42 912

Definitions

Adjusted EBITDA

Profit before interest, tax, depreciation, and amortization excluding stock option related costs and other extraordinary costs, including acquisition/divestment related transaction costs. This measure only relates to ongoing business, hence excluding the impact of the divested "Relatable" business.

Adjusted EBITDA Margin

Adjusted EBITDA Margin % = [Adjusted EBITDA] / [Total Net Sales].

Adjusted EBIT

Profit before interest and tax and excluding stock option related costs.

This measure only relates to ongoing business, hence excluding the impact of the divested "Relatable" business.

ARR (Annual Recurring Revenue)

ARR is net Monthly Recurring Revenue (MRR) multiplied by 12. Net MRR (Monthly Recurring Revenue) is based on:

- 1) The opening balance of the next coming month.
- 2) Contracted recurring license revenue within the period.
- 3) Excluding one-time fees and usage.

Capitalized development expenses

Expenses (salary expenses and consulting fees) that are directly attributable to the development of the Bambuser SaaS Platform are booked as intangible assets. The corresponding amount for the period is booked as other Capitalized work for own account.

CER (Constant Exchange Rate)

Constant exchange rate against SEK. Bambuser invoices in multiple currencies. The CER is used in various SaaS KPI calculations to remove the currency volatility which typically skews the KPIs if the exchange rate is floating.

Churn

Churn is defined as either:

- 1) Customers that did not renew their contract.
- 2) Customers whose contract is terminated but still in discussions with Bambuser to renew their contract, and therefore a non-billable customer for the period.

These customers may return to the ARR bridge as New Business.

Customer Group (CG)

Customers are classified as a Customer Group when Bambuser has signed a master service agreement (MSA) with a global parent company but has also signed individual agreements with the subsidiaries (Paying Customer), which may be organized as individual entities due to brand and/or geographical market. The result is that one Customer Group can have multiple Paying Customers, but Bambuser is still collectively grouping them, and counting them, as one Customer Group. If the Paying Customer is the only entity, then the Paying Customer is defined as the Customer Group. The Customer Group is used for the calculation of all SaaS metrics unless otherwise stated.

EBT

Profit before tax.

EBIT

Profit before interest and tax.

EBITDA

Profit before interest, tax, depreciation, and amortization.

EBITDA Margin

EBITDA Margin % = [EBITDA] / [Total Net Sales].

EOP

End of period.

FCF (Free Cash Flow)

FCF = [Cash flow from operations] – [Investments in tangible assets] - [Investments in intangible assets].

FCF Margin

FCF Margin % = [FCF] / [Total Net Sales].

FCF / Share

FCF / Share = [FCF LTM] / [Number of shares end of period].

FTE (Full Time Equivalent)

Full-time employees and full-time consultants. An employee is considered an employee, regardless of being under notice period or garden leave, until the employment is effectively terminated.

GRR (Gross Revenue Retention)

GRR % = ([Opening ARR L12M CER] – [Churn for the period CER]) / [Opening ARR L12M CER].

The GRR shows how successful Bambuser is at retaining its existing customers.

Gross Margin

SaaS Gross Margin = [Net Sales SaaS] – [SaaS Cost of Revenue].

The SaaS Cost of Revenue includes all third-party software services required to operate the Bambuser platform, technical onboarding team and part of the Customer Success team that focus on retention.

Professional Services Gross Margin = [Net Sales Prof Services] – [Bambuser Plus Cost of Revenue adjusted for Depreciations, Amortizations and Stock option related costs].

Professional Services Cost of Revenue includes all employee costs and direct costs associated with the scope of work for the customers such as influencers, performance marketing, subcontractors etc.

DEFINITIONS

Merchant

A merchant is defined as the retailer that is facing the end-consumer and has its own account on the Bambuser platform. A Customer Group can have several merchants because of the Customer Group being active in several markets or the Customer Group operating with several brands. A Merchant is the lowest organization in the customer hierarchy: Customer Group > Paying Customer > Merchant.

Net Sales SaaS

Revenue coming from the SaaS business. Recurring SaaS revenue is revenue coming from licenses, whereas other SaaS revenue relates to non-recurring items, such as onboarding fees.

NRR (Net Revenue Retention)

$$\text{NRR \%} = \frac{([\text{Opening ARR L12M CER}] + [\text{Upsell CER}] - [\text{Downsell CER}] - [\text{Churn CER}])}{[\text{Opening ARR L12M CER}]}$$

The NRR shows how successful Bambuser is at retaining and expanding its existing customers.

Number of Share EOP

The number of registered shares with the Swedish Company Registration Office at the end of the period.

Number of fully diluted shares EOP

Fully diluted shares are calculated as the number of shares plus all outstanding warrants and stock options at the end of the period. The warrants and options are calculated as:

$$([\text{Options/warrants issued}] - [\text{Exercised Options/Warrants}] - [\text{Repurchased Options/Warrants}] - [\text{Lapsed Options/Warrants}]) \times [\text{Number of shares per Option/Warrant}]$$

The calculation does not consider if the options/warrants are fully vested or if the share price is above the strike price at the end of the period.

Paying Customer

A paying legal entity. A Paying Customer illustrates the number of customers each region serves. The Paying Customer definition is not used for the calculation of SaaS KPIs (see Customer Group). Several Paying Customers can belong to the same Customer Group.

About Bambuser

Bambuser is the world's leading video commerce company with the largest customer base in its industry. More than 250 brands from 40+ countries leverage Bambuser's best-in-class solutions.

Bambuser is truly global with headquarters in Stockholm and offices in New York, London, Paris, Tokyo, and Turku, and with a passionate team speaking more than 30 languages. Founded in 2007 as a livestreaming pioneer, trusted by the world's leading news agencies, Bambuser pivoted to Live Shopping in 2019, leveraging its legacy as the industry leader in video-first technology.

Risks and Uncertainties

Bambuser's business, financial position and earnings can be affected by risks and uncertainties. These have been described on page 9 in the Annual Report 2023 and are available at bambuser.com/ir.

Auditor's Review

The Company's auditor has not reviewed this interim report.

Publication

This information is information that Bambuser AB is obliged to make public pursuant to the EU Market Abuse Regulation.

Financial Calendar

Interim Report Q3 2024 – October 25, 2024
Year-End Report Q4 2024 – February 20, 2025

Headquarters

Bambuser AB
Regeringsgatan 55
111 56 Stockholm, Sweden

Org.no 556731-3126
bambuser.com

Largest Shareholders

Name	Shares	Share (%)
Heartland A/S	38 535 000	18,24%
Vitruvian Partners	25 024 949	11,85%
Muirfield Invest Aktiebolag	24 500 000	11,60%
Harmony Partners LLC	12 670 000	6,00%
TAH Management LP & Joel Citron	12 640 560	5,98%
Handelsbanken Liv Försäkring AB	8 514 649	4,03%
Avanza Pension	6 424 493	3,04%
Mikael Ahlström	4 258 459	2,02%
Tom Stendahl	4 212 786	1,99%
Maryam Ghahremani	4 015 302	1,90%
Total Top 10 shareholders	140 796 198	66,65%
Other shareholders	70 439 187	33,35%
Total number of shares	211 235 385	100,00%