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Bambuser AB announces final outcome of the Company's rights issue

Bambuser AB ("Bambuser" or the "Company") today announces the final outcome of the rights issue resolved by the extraordinary general meeting of the Company on 9 December 2025 (the "EGM") in accordance with the board of directors proposal, and for which the subscription period ended on 30 January 2026 (the "Rights Issue"). A total of 478,340 shares were subscribed for, corresponding to approximately 47.6 percent of the Rights Issue, with the support of subscription rights. In addition, 6,274 shares, corresponding to approximately 0.6 percent of the Rights Issue, have been subscribed for without the support of subscription rights. 521,268 shares, corresponding to approximately 51.8 percent of the Rights Issue, have thus been subscribed under the fulfillment of guarantee commitments made by the issue guarantors, consisting of certain major shareholders, as well as certain members of the Company's management. No commission is paid as a result of the fulfillment of the issue guarantees. The Rights Issue was thus subscribed to 100 percent, and through the Rights Issue, the Company will be provided with approximately SEK 16 million before transaction costs. The board of directors of Bambuser will not resolve on the over-allotment issue described in the press release published on 5 November 2025.

The subscription period for the Rights Issue ended on 30 January 2026. A total of 478,340 shares were subscribed for, corresponding to approximately 47.6 percent of the Rights Issue, with the support of subscription rights. In addition, 6,274 shares, corresponding to approximately 0.6 percent of the Rights Issue, have been subscribed for without the support of subscription rights. 521,268 shares, corresponding to approximately 51.8 percent of the Rights Issue, have thus been subscribed under the fulfillment of guarantee commitments made by the issue guarantors, consisting of certain major shareholders, as well as certain members of the Company's management. No commission is paid as a result of the fulfillment of the issue guarantees. The Rights Issue was thus subscribed to 100 percent, and through the Rights Issue, the Company will be provided with

approximately SEK 16 million before deduction of transaction costs. The transaction costs consist solely of costs to legal advisors, given that no commission is paid for subscription and/or guarantee commitments and that the Company has not engaged any financial advisors. The transaction costs are therefore considered to be marginal.

Furthermore, the board of directors of Bambuser will not resolve on the over-allotment issue described in the press release published on 5 November 2025.

Increase in the number of shares and share capital through the Rights Issue

Through the Rights Issue, the number of shares in the Company will increase by 1,005,882 from 7,041,180 to 8,047,062 and the share capital will increase by SEK 1,508,823 from 10,561,770 to 12,070,593 corresponding to a dilution effect of approximately 12.5 percent of the share capital and the number of votes.

Notification and allocation in the Rights Issue

Notification of allocation of shares subscribed for without support of subscription rights has been sent to those who have been allocated shares via settlement note today on 2 February 2026. Shareholders who have their shares registered through a nominee will receive notification of allocation according to the respective nominee's procedures.

Trading with BTA

Trading with paid subscribed shares ("BTA") will take place on Nasdaq First North Growth Market until the Rights Issue has been registered with the Swedish Companies Registration Office. The last day for trading in BTA is expected to occur on 11 February 2026.

Compensation issue to Muirfield Invest Aktiebolag

As previously communicated, the EGM resolved on a directed compensation issue to Muirfield Invest Aktiebolag of a maximum of 15,000 shares. In accordance with the resolution by the EGM, Muirfield Invest Aktiebolag is entitled to subscribe for the number of shares that Muirfield Invest Aktiebolag transferred to other shareholders, free of charge, in order to enable the previously communicated reverse share split, re-calculated based on the reverse share split.

It has now been confirmed that Muirfield Invest Aktiebolag, in accordance with the resolution adopted by the EGM, is entitled to subscribe for 4,888 shares in the Company at a subscription price of SEK 1.5 per share, corresponding to the quota value of the share, entailing an increase in the share capital of SEK 7,332. This corresponds to a dilution effect of approximately 0.06 percent of the share capital and the number of votes (based on the number of shares and votes after registration of the Rights Issue in accordance with the above).

Advisors

Advokatfirman Delphi is acting as legal advisor to the Company in connection with the Rights Issue. Berg Securities AB has been engaged as issuing agent in connection with the Rights Issue.

For further information, contact:

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About Bambuser

Bambuser is the world's leading video commerce company, with the largest customer base in its industry. Trusted by more than 250 brands, Bambuser's international streaming services are available in 240 countries. 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 2020, leveraging its legacy as the industry leader in video-first technology.

The share is listed on NASDAQ First North Growth Market.

DNB Carnegie Investment Bank AB is the Company's Certified Adviser.

Important information

The information in this press release does not contain or constitute an offer to acquire, subscribe or otherwise trade in shares, subscription rights or other securities in Bambuser. The information in this announcement is for information purposes only and does not claim to be complete or exhaustive. No person should rely for any purpose on the information contained in this press release or its accuracy, reasonableness or completeness.

This press release does not constitute a prospectus pursuant to Regulation (EU) 2017 /1129 of the European Parliament and of the Council of 14 June 2017 on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market, and repealing Directive 2003/71/EC (together with the related delegated and implementing regulations, the "**Prospectus Regulation**").

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No subscription rights, BTAs or new shares have been or will be registered under the United States Securities Act of 1933, as amended (the "Securities Act") or the securities laws of any state or other jurisdiction in the United States and no subscription rights, paid subscribed shares (BTAs) or new shares may be offered, subscribed, exercised, pledged, granted, sold, resold, delivered or otherwise transferred, directly or indirectly, in or into the United States, except pursuant to an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. In addition, the securities referred to in this press release have not been and will not be registered under applicable securities laws in Australia, Belarus, Canada, Hong Kong, Japan, New Zealand, Russia, Singapore, South Africa, South Korea or Switzerland and, subject to certain exceptions, may not be offered or sold to or within, or for the account or benefit of, any person resident or domiciled in these countries or any other jurisdiction in which the announcement, distribution or publication would be unlawful or would require registration or any other measures. The Company has not made any offer to acquire the securities referred to in this press release to the public in any country other than Sweden.

In any EEA Member State other than Sweden (each such EEA Member State a "**Relevant State**"), this press release and the information contained herein is only addressed to and directed at qualified investors as defined in the Prospectus Regulation. The securities referred to in this press release are not being offered to the public in any Relevant State and are only available to qualified investors except pursuant to an exemption in the Prospectus Regulation. Persons in a Relevant State who are not qualified investors should not take any action based on this press release nor rely on it.

In the United Kingdom, this press release, and any other material relating to the securities referred to herein, is only being distributed and directed to, and any investment or investment activity to which this document relates is available only to, and will be engaged in only with, “qualified investors” (within the meaning of the United Kingdom version of the EU: Prospectus Regulation (2017/1129/EU) incorporated into United Kingdom law by virtue of the European Union (Withdrawal) Act 2018) who (i) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended, the “**Order**”); (ii) are persons falling within Article 49. 2(a) to (d) (“high net worth companies, unincorporated associations, etc.”) of the Order; (iii) are outside the United Kingdom; or (iv) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the Financial Services and Markets Act 2000) in connection with the issue or sale of securities may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as “relevant persons”). This press release is directed only at relevant persons and must not be acted on by persons who are not relevant persons. Any investment or investment activity to which this announcement relates is available only to relevant persons and will be engaged in only with relevant persons.

Forward-looking statements

This press release contains certain forward-looking statements that are based on uncertainty because they relate to events and depend on circumstances that will occur in the future and that, by their nature, may have an impact on Bambuser’s results and financial position. Such forward-looking statements reflect Bambuser’s current expectations and are based on the information currently available. Bambuser cannot give any assurance that such forward-looking statements will prove to be correct. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied in these forward-looking statements.

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About Bambuser

Bambuser is the world’s leading video commerce company, with the largest customer base in its industry. Trusted by more than 250 brands, Bambuser’s international streaming services are available in 240 countries.

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 2020, leveraging its legacy as the industry leader in video-first technology.

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Attachments

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