



## Bambuser sees momentum in digital sales

**Bambuser (BUSER) is pleased to announce positive momentum in its digital sales channel during the second half of 2018. Since August, when the new web site was launched, Bambuser has seen growing interest in its developer tools for Mobile Live Video. The number of product trials per month has more than doubled in four months and the conversion to paying customers is steadily improving, albeit from low levels.**

In April 2018, Bambuser announced a new strategic direction, whereby the Company's resources would be focused on generating revenue through product development and data-driven marketing. The new go-to-market strategy was summarized in the following key points:

- Continuously developing Bambuser's core product, an easy-to-use platform for live video streaming end-to-end
- Increase the investment on digital/partner sales
- Re-brand the Company's products under the brand name Bambuser
- Clarify the brand, product offering and pricing with a "re-launch" during Q3 2018
- Focus the product offering towards developers / tech communities and media

Following the half-year report published on August 15, 2018, Bambuser has continued to execute on this strategic plan. An important aspect of the plan was a new and conversion focused website, which was launched in August and is showing encouraging results during the initial months.

"Although our new digital sales channel is still in an early phase, the number of site visitors and product trials exceed our expectations. We continue to develop our product offering, optimize our marketing efforts and fine-tune our pricing schemes to further improve the online sales and create a recurring revenue stream that grows by the month", says Maryam Ghahremani, CEO of Bambuser.

The new online sales channel is part of a long term strategy and not expected to create significant revenues in the near term. Nevertheless, the Company is encouraged by the early development and sees the potential for healthy returns over time as the customer base continues to grow.

*This is information that Bambuser AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was sent for publication, through the agency of the contact persons set out below, on December 7 2018, 09:00 CET.*

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## **About Bambuser AB**

*Bambuser is a Swedish software company that offers B2B solutions for live video. Since 2007, the Company has developed a platform for interactive live video broadcasts enabling live video streaming from mobile phones and web cams to the Internet.*

*The breakthrough occurred in 2010, when the Company's service was used to report the unrest in Egypt during the parliamentary elections. The following year, videos were produced via Bambuser and used in several television broadcasts throughout the world during the Arab Spring. Today, Bambuser's service is installed in more than 50 million phones and has over the years reached 100s of millions of news consumers through companies like CNN, BBC, Al Jazeera, SkyNews, etc.*

*Since 2014, Bambuser has chosen to focus on B2B, Business-to-Business, to increase the spread of the company's products and strengthen its long-term revenue potential. Among the customers are companies as Associated Press, Aftonbladet, Schibsted, NRK and Vinculums.*