

Press release
Stockholm May 3, 2019

Bambuser appoints new CBO

Bambuser has today appointed Sophie Abrahamsson as new Chief Brand Officer. Sophie, who is recruited from the H&M group, takes up her position on August 1, 2019.

Sophie Abrahamsson is most recently from H&M, where she worked with innovation projects and business development. Prior to this she worked as Head of Digital at *& Other Stories*.

Sophie has 10 years of experience working internationally with digital marketing, business development and e-commerce management from the Italian luxury brand LUISAVIAROMA to name one. Her main focus will be to work with the company's marketing strategy and will have an important role in the development of Bambuser sales channels and future customer activation.

“We are very pleased with this recruitment. Sophie has long experience of working internationally in customer segments that are important to us. I look forward to working with Sophie and am convinced that she will be a driving force in the growth phase that we are now entering” says Bambuser's CEO Maryam Ghahremani.

Certified Advisor

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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 broadcasting that enables live streaming from mobile phones and webcams to the Internet, and Bambuser's live streaming technology has over the years been reached by millions of news consumers through companies such as CNN, BBC, Al Jazeera, Sky News Arabia.