

## Bambuser to New York with retail concept store SHOWFIELDS

**Bambuser AB has entered into a commercial agreement with SHOWFIELDS, a revolutionary retail concept in New York, often described as “The Most Interesting Store in the World”. SHOWFIELDS is the first US-based customer with Bambuser’s Live Video Shopping.**

SHOWFIELDS (showfields.com) is a New York-based revolutionary retail concept, built to engage and inspire the sense of discovery through revolving experiences with the brands and communities. SHOWFIELDS opened its doors in late 2018 on Bond Street, NoHo New York, where they showcase a multitude of direct-to-consumer brands to create a stage for immersive storytelling and thus unlock new channels for growth.



SHOWFIELDS is often featured in major publications such as Forbes, the New York Times, Business Insider and Glossy for its innovative and experimental shopping experience.

In connection with this agreement, Bambuser enters the US market, while SHOWFIELDS take the leap into bridging the gap between digital and off-screen retail. The agreement, which initially runs for 24 months, is based on a fixed license fee and a variable part depending on usage.

*- We are proud to be the first multi brand retailer to offer Live Video Shopping in the US, and continue to pioneer in the disruptive retail landscape, says Tal Nathanel, Co-Founder and CEO of SHOWFIELDS.*

*- SHOWFIELDS is a pioneer within disruptive retail and we are thrilled to have them as our first customer and strategic partner when entering the US market, says Maryam Ghahremani, CEO of Bambuser.*

Since the launch of Live Video Shopping, Bambuser has partnered up with a variety of European retailers such as Monki, NA-KD, CAIA Cosmetics, Lyko and LUISAVIAROMA.

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This is information that Bambuser AB 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 above, on 26 February 2020.

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**Bambuser** was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.