



Bambuser to strengthen sales force and increase focus on the US market

Bambuser AB (publ) ("Bambuser", "The Company") has appointed Amarah Sandberg as VP of Sales. She will succeed Annelie Demred who has been appointed Head of Product. The changes will be effective as of September 1st, 2017.

From September 1st, Amarah Sandberg will take over the global responsibility for sales within Bambuser. Functionally, Amarah will become a member of the management team, reporting directly to Hans Eriksson, CEO of Bambuser.

Amarah joined Bambuser in December 2016 as VP Business Development with the responsibility to build Bambuser's sales organization in North America. During her time at the company, Amarah has built a structured and effective sales process in the US, which we now plan to implement globally. Amarah brings a wealth of experience to this role, having previously worked as Senior Enterprise Account Executive for US companies such as Conversocial and Gigya.

"Bambuser's business in North America is taking off and we now have most of our sales pipeline there. With five new deals in the last four weeks, the efforts of our US sales team are really starting to pay off. In addition to the Vinculums and Double Dutch deals, we also signed three minor deals with Athletica, HotShot and Zensports relating to our Iris Dev product.

Amarah has built a solid sales process, which we will now implement across the board with her at the helm. To continue to build on our momentum in the American market, we will hire an additional US sales person as soon as possible, to focus on all East Coast sales activities.", says Bambuser's CEO Hans Eriksson.

Annelie Demred will take on the role as Head of Product with the responsibility to strengthen Bambuser's product offering. With her in-depth knowledge of our products as well as our customer's needs, Annelie will also act as a link between the tech and sales teams. Annelie joined Bambuser in 2010 as VP Business Development, and will remain as part of the management team, reporting directly to Hans Eriksson, CEO of Bambuser.

Certified Advisor

Västra Hamnen Corporate Finance is Certified Advisor (CA) to Bambuser AB (publ).

This information 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 August 25 2017, 08:30 CET.

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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 webcams 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 on 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 such as Associated Press, Aftonbladet, NRK and Deutsche Welle.