



Bambuser signs South American media customer

Bambuser AB (publ) ("Bambuser" or "The Company") has signed a two-year contract with Brain Networks JPL S.A.C (BNG), a Peruvian news content generator and distributor.

Bambuser has signed, supported by an external sales representative, a two-year contract with Brain Networks for their platform BNG.NEWS, concerning the Company's products Iris Flow and Iris Dev. The contract, which will run over a minimum of two years, has a total license value of 600,000 SEK and additional variable revenue might occur based on usage. The agreement will be made effective from September 2017.

"We are very happy to sign with BNG and it proves that our offering for the media vertical is strong. BNG has an interesting business model which both parties believe will be supported and enhanced by Iris Dev and Iris Flow.", says Hans Eriksson, CEO of Bambuser.

The Iris platform enables news and media companies to easily and cost-efficiently increase their video inventory by equipping the reporters and journalists with the Iris Flow mobile app as well integrating Iris Dev in a news app to acquire user generated content.

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 September 6 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 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, NRK and Deutsche Welle.