



B A M B U S E R

Maryam Ghahremani appointed Interim CEO of Bambuser

Maryam Ghahremani, until recently country manager at Acast AB (publ), will as of March 12th, 2018 be in charge of Bambuser's operations as interim CEO during the transition period until a new CEO is appointed.

As has already been communicated, Hans Eriksson has decided to leave his position as CEO of Bambuser. The recruitment of his successor is underway. During the transition period until a new CEO has been appointed, Maryam Ghahremani is taking on the role of acting CEO as of 12 March 2018.

"Under Hans' leadership, Bambuser has taken further steps towards focusing and building its IRIS products, sales and marketing capabilities towards B2B. The capitalization in 2017 is being used to seed investments into new customer verticals also beyond the company's core segment media. Sales and marketing efforts are moving in a positive direction and Hans is leaving at a time when corporations are starting to realize the benefits of mobile live video solutions in their businesses," comments Ingrid Bojner, Chairman of the Board at Bambuser.

Mrs Ghahremani has a background in the media and startup industry and a proven track-record in entrepreneurship, sales and marketing. She has held various executive positions in several companies including Aftonbladet and Schibsted Media Group as well as founded or co-founded a number of successful businesses.

"While we, in cooperation with the major shareholders, continue our search for a permanent CEO, I am very happy to have such an experienced and talented person as Maryam on board to continue building momentum for Bambuser's competitive product offering," Bojner adds.

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 March 7 2018, 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 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. Bambuser is listed on Nasdaq First North and the company's certified adviser is Västra Hamnen Corporate Finance AB.