



B A M B U S E R

Bambuser Strengthens the Management Team with Recruitment from Spotify

Bambuser has recruited Jesper Funck as Chief Product Officer. Jesper will be part of the Management Team and will also assume the role as COO. The company's interim CEO Maryam Ghahremani will become permanent CEO as of August 22.

Jesper Funck, who takes office on August 13, 2018, comes from Spotify where he worked with data/analysis, innovation and strategy within products as well as markets. He has previously worked as a consultant at Mediavision AB focusing on digital video and TV strategies.

"It will be very inspiring to join Bambuser, which is an exciting company with a strong product and many talented and passionate employees. With a data-driven and customer oriented strategy, Bambuser has every opportunity to achieve a strong position in a fast-growing market", says Jesper Funck.

The Board of Directors has appointed Maryam Ghahremani as CEO of Bambuser. Maryam Ghahremani's Interim CEO position will thus become permanent as of August 22, 2018.

"There was no need for consideration on my part before accepting the Board's offer to assume the role as permanent CEO of Bambuser. All the pieces of our new strategy, which will be launched in Q3/Q4 this year, are now starting to fall into place. In the shift towards a more data-driven and fast-paced sales approach, we need someone who understands the market, and has the technical depth to push the product towards our customers' needs and demands. In Jesper, we have found this person and I look forward to working with him", says Maryam Ghahremani, CEO of Bambuser.

This information is such that Bambuser AB (publ) is required to disclose according to the EU's Market Abuse Regulation and the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the contact persons set out below, on August 10, 2018 at 08.00 CEST.

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About Bambuser

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.