



Press release

Stockholm June 12, 2020

Bublar Group's acquisition of Goodbye Kansas completed. Offer period extended to June 17th

Bublar Group AB's (publ) acquisition of Goodbye Kansas is now formally completed and 96,64 percent of shareholders and 93 percent of creditors have accepted the offer. Bublar Group's Board of Directors has decided to extend the offer period to June 17th. Goodbye Kansas will be included in the reporting for Bublar's interim report for Q2 as a subsidiary of Bublar Group.

Goodbye Kansas has a strong reputation and has leading international companies in film, gaming and streaming as customers. The deal provides the opportunity to create a world-leading player in XR technology and visualization.

"I would like to warmly welcome our new employees to Bublar. We receive a strong addition of competence at the absolute forefront of a technology where demand is growing strongly. By capturing our combined expertise, we will be able to build on our business model of developing scalable products on our platforms. We see this clearly in the projects we are already working together on," says Maria Grimaldi, Managing Director and CEO at Bublar Group.

"Bublar Group and Goodbye Kansas complement each other very well, and we are already seeing the impact of synergies that will help us build a unique corporate group in an expanding industry," says Peter Levin CEO and founder of Goodbye Kansas.

Goodbye Kansas will operate as a subsidiary of Bublar Group, in the same way as other subsidiaries in Bublar, with Peter Levin as CEO and Per-Anders Wörn, board member of Bublar, as executive chairman of Goodbye Kansas board. The focus in the near future will be to secure the turn-around that the company is experiencing with increasing order intake and positive result effects. The company will be included in Bublar's accounts as of May 1st, 2020.

For more information please contact:

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About Goodbye Kansas

Goodbye Kansas Holding includes Goodbye Kansas Studios and Infinite Entertainment, with more than 200 creators in Stockholm, Uppsala, London, Hamburg and Los Angeles. The company creates award winning visual experiences for Film, TV, Commercials and Games and offers extensive experience and renowned expertise in Pre-production, VFX, FX, RealTime, Creatures & Character design, Digital Humans, Performance Capture and production of game trailers. Goodbye Kansas also creates, develops and manages its own Film & TV projects, brands and IP:s.

Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed XR technology company specializing in Augmented Reality (AR) and Virtual Reality (VR). The company offers XR solutions in E-commerce, Entertainment, Training and Manufacturing. The company includes the subsidiaries Vobling, Sayduck and Virtual Brains. Bublar is headquartered in Stockholm and is listed on Nasdaq First North Growth Market.

In essence, Bublar Group will change the game. We change how we Work, Shop and Play.

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