



Press release
Stockholm May 19, 2021

Goodbye Kansas Group enters strategic partnership with Redstage

Goodbye Kansas Group's subsidiary Sayduck announces a new strategic reseller partnership with US based Redstage, a leading B2B ecommerce agency. Redstage becomes a value-added reseller for the Sayduck SaaS AR platform.

Redstage has a broad international customer base and multiple locations world-wide – in the United States, UK, Australia, India, Argentina and Brazil among others. The first client in the partnership is the well renowned premium coffee-machine brand, Jura, based in Switzerland with a global presence.

"Sayduck has become a strategic partner that has and have played a vital role in supporting our initiative to bring high quality 3D/AR solutions to our B2C and B2B customers around the globe," says Christopher Yin, Global Creative Director at Redstage.

The Sayduck Platform allows anyone to fully engage with products in 3D and Augmented Reality which offer a closer to real life shopping experience. Customers can try out and experience products virtually, directly from the website in their physical environment.

"We are pleased to partner up with Redstage, an agency with well renowned customers and partners around the world. With this partnership, the Sayduck Platform will be part of Redstage's 3D/AR offering - it's a great new channel for us to reach a wider audience" says Niklas Slotte, Managing Director, Sayduck

Redstage, founded in 2008, design, build and support digital commerce world-wide. The company provides unparalleled support for a multitude of diverse market demands. Their consultants and engineers have been hand-picked from the industries they serve, which will give deep insight into solving highly specific business needs.

For further information, please contact:

Niklas Slotte, Managing Director Sayduck

email: niklas.slotte@sayduck.com, Phone: +358 40 735 38

Anders Ribbing, Managing Director Vobling/interim MD Sayduck,

email: anders.ribbing@vobling, Phone +46 70 936 88 68

Goodbye Kansas Group

Goodbye Kansas Group AB (publ) is a leading company in visual content and emerging technology. The company creates award-winning visual experiences for all media and offers products and solutions with the possibility to scale, combining cutting-edge technology with world-class artistry. Services include VFX, Virtual Reality (VR), Augmented Reality (AR), Performance Capture & Scanning, Real Time expertise, Design, Animation, production of Game Cinematics, Digital Humans and development of IP's & scalable products.

The Group comprises of: Goodbye Kansas Studios (Visual experiences for film, TV and games), Infinite Entertainment (Film/ TV co-productions & IP development), Vobling (Virtual training and XR) Sayduck (3D/AR SaaS solutions for e-commerce), Virtual Brains (Location based mobile games) and Plotagon (3D animation film engine). Goodbye Kansas Group is listed on the Nasdaq First North Growth Market and has studios and offices in Stockholm (HQ), London, Helsinki, Vilnius, Belgrade, Los Angeles, Beijing & Manila.

The company has G&W Fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, Stockholm, email: ca@gwkapital.se, phone. +46 (0)8-503 000 50.