



Press release
Stockholm, March 22, 2021

Bublar Group renegotiates with Sanrio

Bublar's subsidiary Virtual Brains extends the license agreement with Sanrio until the end of 2024 and postpones at the same time the launch of Hello Kitty. Bublar has also the intention to enter into a partnership with a well-renowned external game studio for the continued production of its license portfolio.

Bublar and Sanrio have already jointly decided to postpone the launch of Hello Kitty AR: Kawaii World due to Covid-19, while adapting the game design to enable games from home. As there is continued uncertainty about restrictions due to the pandemic, the parties have now together decided not to release the game in 2021.

The partnership with an external game studio means that the production capacity is increased and strengthened of the global license agreements for games and applications established by the company with, among others, South Korean ZEPETO, U.S. MGA Entertainment and Japanese Sanrio. The productions will continue to be managed by Bublar, which also is responsible for the marketing and launch plans.

"The licensing agreements we have with internationally well-known brands require the highest quality and delivery capability. By purchasing the productions externally from established game studios, we can more cost-effectively meet the scalability requirements that are required," says Peter Levin, CEO Bublar Group.

The License Agreement for Hello Kitty with Sanrio is extended until the end of 2024. In connection with the extension, the possibility of also developing so-called "casual games" is being reviewed in order to reach the market with commercial games more quickly.

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Important information

This information is information that Bublar Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person above, on 2021-03-22 8.45 CET.

Bublar Group

Bublar Group AB (publ) is after the acquisition of Goodbye Kansas the Nordic's leading listed company in visualization and XR technology. The company develops products and solutions based on advanced technology; Augmented Reality (AR), Virtual Reality (VR), VFX production, Cinematics, Performance capture & scanning, Digital Humans and Real Time animation.

The Group has world-leading companies as customers in TV, film, streaming, gaming, industry and e-commerce. The company includes the subsidiaries Goodbye Kansas (incl. Infinite Entertainment), Vobling, Sayduck, Virtual Brains (incl. Plotagon). Bublar is headquartered in Stockholm and has offices in London, Helsinki, Vilnius, Hamburg, Belgrade, Los Angeles and Manila. The company is listed on Nasdaq First North Growth Market.

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