



Press release
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Sweden's Government Nominates Goodbye Kansas for Export Prize

Bublar subsidiary Goodbye Kansas has been nominated for the Government's Export Prize for the Cultural and Creative industries 2019. The nominees must be active within one of the cultural and creative industries in which Sweden and Swedish companies excel internationally.

"It is an honour that our growing industry is being recognized, not least since our business is so closely connected with many of Sweden's leading creative industries. The digital technologies that we base our work on are utilized in film, TV, games, music and art, and yet we have only seen the beginning of what companies like ours can do to further strengthen Sweden's position in these areas internationally," said Peter Levin, Managing Director, Goodbye Kansas.

"I am extremely happy about the nomination and delighted to be involved in highlighting Sweden internationally. Goodbye Kansas' digital productions have gained international attention and received prestigious awards thanks to our creative talent and technological skill," said Maria Grimaldi, CEO and Managing Director, Bublar Group.

The prize was established in 2018 to highlight people or companies that contribute to Swedish exports and strengthen Sweden's image abroad. The nominees will be active in a cultural and creative industry in which Swedish companies excel internationally, such as architecture, computer games, design, film and TV production, photography, art, literature, media and marketing communication, fashion or performing arts.

Goodbye Kansas is one of five nominated companies. The prize will be announced and distributed by the Minister of Foreign Trade, Anna Hallberg in a ceremony at the Heir's Palace on October 23. *Link to government press release:*
<https://www.regeringen.se/artiklar/2020/10/nomineringar-till-regeringens-exportpris-for-de-kulturella-och-kreativa-naringarna-2019/>

For more information please contact:

Peter Levin, Managing Director and founder Goodbye Kansas,
email: peter.levin@goodbyekansas.com Phone: +46 73 041 63 93

Maria A Grimaldi, CEO and Managing Director, Bublar Group
Phone: +46 70 828 38 34, email: maria.grimaldi@bublar.com

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, Virtual Brains and Goodbye Kansas, which was recently acquired. Goodbye Kansas creates visual content for the leading players in the gaming, film/TV and streaming industries and offers services including VFX/animation, Digital Humans and Performance Capture. 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.

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