



Press Release  
Stockholm September 24, 2021

## **Goodbye Kansas Group makes changes in the Group's management team – CRO role is discontinued due to cost optimisation program**

**A review of all operations within Goodbye Kansas Group is taking place as a result of the previously announced cost optimisation program. As part of this process the Chief Revenue Officer (“CRO”) role will be discontinued which means that David Logg will leave Goodbye Kansas Group.**

In an effort to lower costs management has decided to implement a new process for sales to achieve a shift towards recurring revenues within the Group. An important component of achieving profitable growth is to shift the balance from mainly project based revenues to a larger share of product and license revenues as well as monthly recurring revenues. The Business Area Managers will be responsible for this work which means that the CRO role will be discontinued.

“I would like to thank David for his efforts on the management team to develop sales within the subsidiaries Vobling and Sayduck, and also for identifying opportunities within the industrial segment which will be beneficial to us going forward,” says Peter Levin, CEO at Goodbye Kansas Group.

Vobling will be entirely focused on VR Training and the product VR Fire Trainer which will result in downsizing of staff in Stockholm and Manilla. Vobling will be part of the Business Area IP & Products and since there is a Business Area Manager for IP & Products, the role as CEO of Vobling will be discontinued. CEO Peter Levin will also be Business Area Manager of IP & Products. In connection to the Q2-report 2021, Markus Manninen was appointed Business Area Manager of Visual Content & Brand and Filip Grufman was appointed Business Area Manager of Games & Apps.

### **For more information, please contact:**

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### **Goodbye Kansas Group**

Goodbye Kansas Group AB (publ) is a leading supplier of technology driven visual content. The company creates award-winning visual experiences for all media and offers products that combine cutting-edge technology with world-class artistry. In order to realize growth opportunities the Group has created three business areas: Visual Content & Brand, IP & Products and Games & Apps. Visual Content & Brand offers visual content for film, TV and games. IP & Products develops IP for film and TV, offers VR-training solutions and a SaaS platform that visualizes e-retailers' products through AR. Games & Apps develops location based mobile games and offers an app for 3D animation. 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 and Manilla.

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

## **Attachments**

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