



Press release
Stockholm, March 15, 2021

Bublar Group strengthens the Board

The Nomination Committee proposes the election of two new board members to Bublar Group - Magnus Meyer and Mikko Setälä and the re-election of Malin Carlström, Staffan Eklöw and Per Anders Wärn. Furthermore, the Nomination Committee proposes Per Anders Wärn as Chairman of the Board.

The Nomination Committee considers that the members proposed for new election and re-election have broad and complementary experience, while at the same time achieving important continuity in the new Board of Directors.

Both Mikko Setälä and Magnus Meyer have many years of experience from senior positions and board assignments in consulting and technology companies. They have very good insights in both consumer and industrial applications as well as knowledge very relevant to Bublar.

“At the Nomination Committee, we are very pleased to be able to propose the election of two members with the solid competence of Mikko Setälä and Magnus Meyer. They complement the experience already on the Board and, together with the new Chairman and other members, will accelerate the company’s growth journey,” says Johan Karlsson, member of the Nomination Committee and largest shareholder via Brofund Equity.

Mikko Setälä has over 30 years of experience from leading positions in the gaming and IT sectors, including as CFO, EVP Business Development and Investor relations in the gaming company Rovio Entertainment Group between 2008 - 2020. He has experience from turn-arounds, IPOs and investment strategies. Mikko currently sits on the Board of Directors of Pro-Source Oy and Setala Capital Oy.

Magnus Meyer has extensive experience from leading positions in the technology consulting and real estate sector as well as as a board member of several listed companies. Magnus is currently CEO of WSP Europe. He has previously been CEO of Tengbom Group and held a position within GE Real Estate and Ljungberggruppen. He is currently a board member of Vasakronan, HiQ and Kinnarps and Slättö Förvaltning.

Per Anders Wärn, who has been a board member of Bublar Group since 2019 and Chairman of the Board of Goodbye Kansas since the acquisition in May 2020, is proposed as new Chairman. Per Anders has deep experience in building shareholder value, including through Gartner Inc, Stamford, USA, where he was a member of the management team for 10 years with responsibility for Gartner’s global consulting business.

“We are now rallying further towards ensuring sustainable profitable growth in a growing and converging global market. I look forward to leading the Board and working with the new management during this work,” says Per Anders Wärn.

Current members Magnus Granqvist and Kenneth Häggmark have declined re-election.

The Nomination Committee's view is that work on diversity on the Board should continue in the coming years in order to achieve a more even gender balance.

The Nomination Committee's complete proposal for the Annual General Meeting can be found on Bublar's website: [The Nomination Committee's proposal](#) (in Swedish)

For more information please contact:

Ann Lindell Saeby, Head of Group Communication & IR, Bublar Group
e-mail: ann.lindell.saeby@bublar.com, Phone: +46 (0) 768 99 98 48

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.

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