



Press release
Stockholm, February 5, 2021

Bublar Group enters licensed gaming deal with leading global toy company, MGA Entertainment Inc.

Bublar Group enters strategic partnership with world renowned consumer entertainment company MGA Entertainment (MGAE). The aim is to combine MGAE's famous and iconic brands with Bublar's proprietary real-world games platform, as well as the movie-making platform that allows anyone to create and share their own 3D animated movies in just a few seconds on their phone. Bublar receives a global license for some of MGAE's most popular brands.

"We are excited to partner with Bublar to bring new games to our MGAE fans, said Sandrine de Raspide, General Manager International and Licensing at MGAE, "Bublar's experience in the gaming world combined with our rich portfolio of brands, will create a dynamic play environment for our fans around the world."

"MGA Entertainment, who has award-winning global consumer brands in their portfolio, is a world leader and we are really thrilled about our collaboration. Combining their iconic brands with our movie-making and real-world game platforms gives the possibility for additional scalable business together, says Magnus Granqvist," Managing Director for its game division.

Bublars' overall goal since its inception has been to establish licensing agreements with global brands with famous characters, to jointly develop innovative app and games based on the very latest technology platforms for 3D, animation, film and MMO games.

The movie-making platform and app, that was included in the recently acquired Plotagon, allows anyone to create and share their own 3D animated movies with a few taps on their phone or pc. Bublar's proprietary real-world game platform, provides the ability to create game worlds based on real map data and GPS locations. There are also systems for bringing together all players in a single game world.

"The partnership with MGA Entertainment is a strategically important collaboration that opens up opportunities with several of Bublar's businesses," says Peter Levin, CEO at Bublar Group.

Bublar Group's Code of Conduct serves as a natural part of all cooperation with business partners and other third parties. Business ethics is vital and is based on acting in accordance with laws and regulations in respective countries, with General Data Protection Regulation GDPR and Children's Online Privacy Protection Act, "COPPA" in the US and also on Bublar's values. Bublar cares about safety and privacy for users of its products. For each game or app developed there will be a privacy policy which comprises appropriate technical and organizational measures to protect personal data when accessing and using products.

MGA Entertainment, Inc., a consumer entertainment products company headquartered in Chatsworth, California creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award winning brands such as L.O.L. Surprise!™, Little Tikes®, Secret Crush, Tobi Robot Smartwatch, Rainbow High, Poopsie Slime Surprise!™, Sing-a-Long Lilly and Ami, Rescue Tales, VIRO Rides™, Na! Na! Na! Surprise and Zapf Creation®. For more information visit www.mgae.com.

For more information, please contact:

Magnus Granqvist, Managing Director Virtual Brains,
email: magnus.granqvist@bublar.com, Mobile: +46 (0)73 331 17 76

Peter Levin, CEO Bublar Group,
email: peter.levin@goodbyekansas.com Mobile: +46 (0)73 041 63 93

Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed company specializing 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, games, manufacturing industries and e-commerce. The company comprises 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 the 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