



Press release

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## **Bublar Group acquires 3D moviemaking platform and enters into agreement with global avatar networking app**

**Bublar Group acquires Plotagon Production with its technology to create and share 3D animated films in just a few minutes. Plotagon has recently entered an agreement with the South Korean online company Naver Z who operates the popular avatar platform ZEPETO. Together, the companies will develop and launch an application based on Plotagon's technology and ZEPETO's content. ZEPETO has over 180 million registered users around the world.**

Plotagon runs a proven platform and app that allows anyone to create and share their own 3D animated movies with a few taps on their phone or pc. ZEPETO is a social network app where users can create avatar content, play games and socialize with other users virtually. ZEPETO has over 180 million registered users on the platform. Based on Plotagon's technology, the parties have agreed to develop a service using ZEPETO's content and avatars. Commercial launch will take place in 2021.

"We are making an exciting acquisition where Plotagon's proven technology has the opportunity to meet the diverse, international user groups of ZEPETO. We look forward working with Plotagon and the innovative team. With our expertise in virtual- and augmented reality, 3D animation and mobile games we will be able to contribute to this collaboration, says Magnus Granqvist, co-founder of Bublar and Managing Director for its game division.

ZEPETO has close collaborations in the k-pop genre, the popular Korean music industry. In September, the world's first virtual fan-sign event was launched, with the k-pop band Blackpink and American artist Selena Gomez creating an animated dance video based on 3D avatars via ZEPETO. The video already has close to 80 million views on YouTube.

Filip Grufman, CEO of Plotagon Production continues: "We are very excited to be part of the global growth in user-generated content. We are convinced that our team and technology can be used for several of Bublar's customers and collaboration portfolio of strong global brands".

### **Plotagon Production's current operations**

Bublar Group makes the acquisition of Plotagon Production primarily to gain access to a solid and proven technology platform. Since its inception in 2014, Plotagon has developed the platform and its movie-maker application that is currently available on the App Store and Google Play together with a desktop version. Main markets are the US and India.

Approximately 300-350 thousand individual users are active on a monthly basis creating films on the platform and sharing them externally. Apart from the individual users the company also have around 1 000 corporate and educational customers.

Plotagon Production AB becomes a wholly owned company within Bublar group. The company will be part of the Group's Play segment together with the game studio Virtual Brains, which has two mobile real-world augmented reality-games in production: the MMORPG *Otherworld Heroes* and *Hello Kitty AR: Kawaii World*, based on the famous Japanese pop culture icon Hello Kitty with friends.

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**Bublar Group**

Bublar Group AB (publ) is the Nordic region's leading listed company specializing in XR technology and visualization. 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, manufacturing industries and e-commerce. The company comprises the subsidiaries Goodbye Kansas (Incl. Infinite Entertainment), Sayduck, Virtual Brains and Vobling. Bublar is headquartered in Stockholm and has offices in Helsinki, Manila, London and Los Angeles. 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.*

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