



Press release
Stockholm October 20, 2020

Bublar Group receives game trailer order for SEK 11 million for Ubisoft

Bublar's subsidiary Goodbye Kansas has signed an agreement to produce a game trailer for the French game developer Ubisoft. The order value amounts to approximately SEK 11 million.

The game trailer will be produced together with DDB Paris and the French production company Eddy. The production starts in October and the trailer is expected to be delivered in early 2021.

"It's fantastic that Goodbye Kansas has a new production for Ubisoft, a welcome sign of confidence from one of the gaming industry's true heavy weights," says Peter Levin Managing Director of Goodbye Kansas.

"Through Goodbye Kansas' early investment in technology combined with high creativity, we are one of the few companies that can develop advanced game trailers where the entire production is handled in-house," says Maria A Grimaldi, CEO and Managing Director, Bublar Group.

Goodbye Kansas' previous projects for Ubisoft include character work and key art for "Tom Clancy's Ghost Recon: Wildlands", production of trailer for "Watch Dogs 2" and Motion Capture recordings.

Important information

This is the type of information that Bublar Group AB (publ) is obligated to disclose pursuant to the EU Market Abuse Regulation. The information was issued for publication through the agency of the contact person set out below on October 20, 2020 at 08.30 a.m. CET.

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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.

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