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GOODBYE KANSAS GROUP ESTABLISHES LOCAL ENTITY IN SAUDI ARABIA TO CAPTURE STRATEGIC REGIONAL GROWTH OPPORTUNITIES

Goodbye Kansas Group AB today announces the decision to establish a local legal entity in the Kingdom of Saudi Arabia. The establishment represents a targeted step to formalize the company's presence in the region and facilitate the conversion of an expanding commercial pipeline into active contracts across the Games and Animation, VFX, and Experiential sectors.

Establishing a local entity in Saudi Arabia represents a natural progression of the company's growing commercial ties in the region, reflecting the board's focus on expanding Goodbye Kansas Group's geographical footprint in key international growth markets. Formalizing our presence allows us to collaborate even more closely with major partners, building long-term trust and providing direct access to our visual content services.

"Following the formation of our Experiential business unit, establishing a local entity in Saudi Arabia is another deliberate step in our broader growth strategy. We are already working within Saudi Arabia's rapidly growing multi-billion-dollar games industry, while seeing significant potential across VFX, animation and immersive, location-based experiences. A formal presence puts us in a stronger position to convert these opportunities into substantial, long-term business." said Carsten Myhill, CEO of Goodbye Kansas Group.

For additional information, please contact:

Carsten Myhill, CEO, Goodbye Kansas Group
E-mail: carsten.myhill@goodbyekansas.com
Direct: +46 8-556 990 00

About Goodbye Kansas Group

Goodbye Kansas Group is a provider of technology-driven visual content, developing visual effects, animation, game trailers, in-game cinematics and real-time production solutions. The Group has some of the world's leading entertainment companies as its clients. Goodbye Kansas Group is headquartered in Stockholm and is listed on Nasdaq First North Growth Market with Bergs Securities as Certified Adviser. www.goodbyekansasgroup.com

Attachments

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