



Press release
Stockholm November 30, 2020

Additional information on the acquisition of Plotagon

Additional information regarding Bublar Group's acquisition of Plotagon Production AB, which was announced through a press release on November 26.

Bublar Group acquires 100% of the shares in Plotagon Production AB, including all the Group's intellectual property rights and operations on a debt-free basis. Plotagon's operations are currently cash flow neutral. Upon entry January 4, 2021, Plotagon Production's equity will amount to just over SEK 25 million.

As stated in the previous press release, Plotagon Production has recently entered into a multi-annual agreement with South Korean Naver Z Corporation, which operates the avatar app ZEPETO with approximately 180 million registered users worldwide. Plotagon Production has a technology platform for creating 3D animated movies via mobile in minutes. Based on Plotagon's technology and ZEPETOS content, the companies have started developing an app that will be launched in 2021 allowing users to produce and share animated movies based on their ZEPETO avatars. The revenue model will primarily be based on subscriptions.

Bublar Group and Plotagon Production will be responsible for operating the app and Naver Z for marketing of the app in ZEPETO's network, as well as in social media channels.

"The acquisition of Plotagon Production gives us access to a proven technology platform and another major partner in Asia. Our plan ahead is to introduce the platform for additional strong brands that with a clear revenue model can give their users the opportunity to create and share their own films, says Magnus Granqvist," Co-founder of Bublar and Managing Director of the Group's Gaming Studio.

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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.

The company has G&W Fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, Stockholm, email: ca@gwkapital.se, phone: 08-503 000 50.