

Press Release
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Goodbye Kansas Group announces a new release date of mobile game Hello Kitty

Goodbye Kansas Group, partner of Sanrio who is the IP-owner of Hello Kitty, has developed a mobile game in collaboration with the Game Studio Electric Square. Due to business considerations and market conditions, the launch has been moved to the fall of 2023. The game is at an advanced stage of development as planned, consistent with the market needs and appealing to the new generation of gamers.

"We are excited about this upcoming mobile game in the Hello Kitty world, developed by Goodbye Kansas Group and we have great expectations for the launch," says Silvia Figini, Chief Operating Officer Sanrio – EMEA, India and Oceania, Mr Men – Worldwide.

"We have prepared a great product together with Electric Square. We look forward to the launch next year and believe that a launch next year will optimize the game's financial outcome," says Peter Levin, CEO Goodbye Kansas Group.

For further information, please contact:

Peter Levin, CEO, Goodbye Kansas Group
e-mail: peter.levin@goodbyekansas.com Tel: +46 (0) 73 041 63 93

Goodbye Kansas Group

Goodbye Kansas Group AB (publ) is a leading supplier of technology driven visual content. The company creates award-winning visual experiences for all media and offers products that combine cutting-edge technology with world-class artistry. In order to realize growth opportunities the Group has created three business areas: Visual Content & Brand, IP & Products and Games & Apps. Visual Content & Brand offers visual content for film, TV and games. IP & Products develops IP for film and TV, offers VR-training solutions and a SaaS platform that visualizes e-retailers' products through AR. Games & Apps develops location based mobile games and offers an app for 3D animation. Goodbye Kansas Group is listed on the Nasdaq First North Growth Market and has studios and offices in Stockholm (HQ), London, Helsinki, Vilnius, Belgrade, Los Angeles, Vancouver and Beijing. The company has Wildeco Ekonomisk Information AB as Certified Adviser, Kungsgatan 6, 103 87, Stockholm, email: info@wildeco.se, phone: +46 8 545 271 00.

This information is inside information that Goodbye Kansas Group AB (publ) is obliged to make public under the EU Market Abuse Regulation 596/2014. The information was provided by the contact person set out above for publication at 2022-08-25 14:45 CEST.

Attachments

[Goodbye Kansas Group announces a new release date of mobile game Hello Kitty](#)