



Press Release
Stockholm April 12, 2021

Bublar Group announces an extended cooperation with a prominent AAA game developer

Bublar Group subsidiary Goodbye Kansas Studios announces that it has reached an agreement in principle on the extension of an ongoing cooperation with a prominent AAA game developer, including directing, Performance Capture and related services. The order value estimates to approx. SEK 37 million for a delivery due by the end of August 2021.

The project comprises so-called Performance Capture, a more developed form of classical Motion Capture i.e. motion recordings in 3D. The recordings are to take place in Goodbye Kansas' unique Performance Capture studio in Stockholm. The project also includes directing, animation and other related services.

"Our expertise in Performance Capture is unique in our part of the world, and we are really pleased to extend and expand our relationship with a premiere game developer. We are honoured by the trust of our customer on such a large collaboration and look forward to continuing to work closely with them," says Anton Söderhäll, Executive Producer at Goodbye Kansas.

"We see a strong demand for advanced technology for productions of digital content in games, TV and film. During 2020, the proportion of projects that had a share of Capture amounted to 60 percent of total revenues for Goodbye Kansas. The entire global market for Motion Capture is growing and is expected to have an average annual growth rate of 12 percent over the next five years, according to the market analyst firm Mordor Intelligence. It shows that Goodbye Kansas's early investments in the technology are paying off," says Peter Levin, CEO, Bublar Group.

For more information please contact:

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Bublar Group

Bublar Group AB (publ) is after the acquisition of Goodbye Kansas the Nordic's leading listed company in visualization and XR technology. 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, gaming, industry and e-commerce. The company includes the subsidiaries Goodbye Kansas (incl. Infinite Entertainment), Vobling, Sayduck, Virtual Brains (incl. Plotagon). Bublar is headquartered in Stockholm and has offices in London, Helsinki, Vilnius, Hamburg, Belgrade, Los Angeles and Manila. The company is listed on Nasdaq First North Growth Market.

The company has G&W Fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, Stockholm, email: ca@gwkapital.se, tel. +46 (0)8-503 000 50.

This information is information that Bublar Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2021-04-12 10:30 CEST.

Image Attachments

[Stagemocap](#)

Attachments

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