

Press Release
22 November 2023 16:30:00
CET



Goodbye Kansas' preferential rights issue is 100 percent secured through subscription commitments and guarantee commitments

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Goodbye Kansas Group AB (publ) ("Goodbye Kansas" or "Company") has received subscription commitments and guarantee commitments from a number of existing shareholders, board members, the Company's CEO as well as external investors, which secures the preferential rights issue to 100 percent. Subscription commitments from a number of existing shareholders, including Board members Per Anders Wärn, Staffan Eklöv and Mikko Setälä and the Company's CEO Stefan Danieli, amount to a total of approximately SEK 10.7 million, corresponding to approximately 19 percent of the preferential rights issue. In addition, Goodbye Kansas has entered an agreement for the issuing of guarantees in the form of so called minimum guarantees of approximately SEK 33.6 million as well as a so called maximum guarantee of SEK 11.1 million. The Board has also decided to withdraw six of eight alternative proposals to change the Articles of Association which the Board have announced ahead of the extraordinary general meeting ("EGM") on November 30, 2023.

"We are grateful for the continued confidence from existing shareholders and new investors. Since the preferential rights issue is fully secured, we can now focus on delivering on our business plan," states Stefan Danieli, CEO of Goodbye Kansas Group.

The minimum guarantee ensures 80 percent of the liquidity in the preferential rights issue conditional upon subscription of an amount corresponding to at least the entered subscription commitments. The maximum guarantee ensures 100 percent of the liquidity in the preferential rights issue conditional upon subscription of an amount corresponding to at least the entered subscription commitments and minimum guarantee. Commitments in the minimum guarantee entail a compensation of 15 percent to be paid in cash, or in units at the same subscription rights as in the preferential rights issue. Commitments in the maximum guarantee entail a compensation of 18 percent to be paid in cash, or in units at the same subscription rights as in the preferential rights issue. No compensation is paid for provided subscription commitments.

The subscription commitments and guarantee commitments are not secured through a bank guarantee, locked funds, pledges or similar arrangement. Additional information will be provided on the parties that have entered subscription commitments and guarantee commitments in the prospectus which is expected to be published around December 5, 2023.

As stated in notice of the EGM on November 30, 2023, the Board proposed several alternatives to alter the limits in the Articles of Association following the agreements on subscription commitments and guarantee commitments. The changes are stated in item 10 (a)-(d) and item 12 a) (i)-(iv) in the notice of the EGM on November 30, 2023. Considering that the preferential rights issue will include 100 percent subscription commitment and guarantee commitments, the Board has concluded that the following

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proposals in the notice are no longer relevant: item 10 (a), item 10 (b), item 10 (c), item 12 a) (i), item 12 a) (ii) and item 12 (a) (iii). The Board has therefore decided to withdraw these proposals. This means that the following proposals to change the Articles of Association remain to be decided by the EGM on November 30, 2023: item 10 (d) and item 12 a) (iv).

The notice and other relevant documentation concerning the EGM on November 30, 2023, is available on Goodbye Kansas website, www.goodbyekansasgroup.com.

Advisors

In connection with the Rights Issue, Goodbye Kansas has hired Hagberg & Aneborn Fondkommission AB and law firm Schjødt as financial and legal advisers.

For more information, please contact:

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Goodbye Kansas Group

Goodbye Kansas Group AB (publ) is a leading supplier of technology-driven visual content. Goodbye Kansas Group is headquartered in Stockholm and its shares are listed on the Nasdaq First North Growth Market with Erik Penser Bank as Certified Adviser.

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This press release is not a prospectus according to the definition in Regulation (EU) 2017/1129 (the "Prospectus Regulation") and has not been approved by any regulatory authority in any jurisdiction. A prospectus will be prepared by the Company and published on the Company's website after the prospectus has been reviewed and approved by the Swedish Financial Supervisory Authority (Sw. Finansinspektionen).

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Forward-looking statements

This press release contains forward-looking statements related to the Company's intentions, estimates or expectations with regard to the Company's future results, financial position, liquidity, development, outlook, estimated growth, strategies and opportunities as well as the markets in which the Company is active. Forward-looking statements are statements that do not refer to historical facts and can be identified by the use of terms such as "believes," "expects," "anticipates," "intends," "estimates," "will," "may," "implies," "should," "could" and, in each case, their negative, or comparable terminology. The forward-looking statements in this press release are based on various assumptions, which in several

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Attachments

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