

Changes in management and new CEO in Goodbye Kansas Group

In order to increase the pace of transition and drive the company's continued strategic development, the Board of Goodbye Kansas Group AB (publ) has appointed the company's current CFO Stefan Danieli as new CEO. Markus Manninen who is Managing Director of Goodbye Kansas Studios is appointed Deputy CEO of the group. The changes become effective as of today

"Following his appointment as CFO this summer, Stefan Danieli has proven that he possesses the qualities required to assume the role of CEO and to forcefully drive our strategic restructuring with a positive momentum. Through the appointment of Markus Manninen, who, in a short period of time, has led the turnaround of the studio business to profitability, as Deputy CEO, we have a leadership in Goodbye Kansas Group that can deliver profitable growth," says Per Anders Wärn, Chairman of the Board in Goodbye Kansas Group.

Following these changes, the Executive Management will consist of Stefan Danieli as CEO and President, Markus Manninen as Deputy CEO, Filip Grufman as Head of Games & Apps, Anders Koch as Acting CFO and Karin Wintle as Chief People Officer.

Peter Levin will remain in the company and take on the new role of Chief Strategy Officer, in which he will report directly to the company's CEO.

"Goodbye Kansas Group has managed to overcome significant challenges and is developing positively in the studio business as well as in other areas. Together with the management team I will work to further develop our business focus, based on achieving accelerated profitability for long term value creation. I am grateful for the trust shown in my appointment, and look forward to a continued collaboration with Peter Levin, the Board and the new Executive Management team," says Stefan Danieli.

Stefan Danieli was appointed the company's CFO in August 2022. Peter Levin founded Goodbye Kansas Studios in 2014 and has been the company's CEO since 2021.

"On behalf of the Board, I would like to thank Peter Levin for his service as CEO while I am grateful that we can retain Peter and use his extensive sector experience and significant network for our strategic development of a number of projects where we see significant potential and long-term value creation," says Per Anders Wärn.

For additional information, please contact:

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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.

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Attachments

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