



Press release

Stockholm November 19, 2020

Changes in Bublar Group's management

Peter Levin takes office as new CEO of XR and visualization company Bublar

Peter Levin, Managing Director and founder of Goodbye Kansas - the latest acquisition of Bublar Group, will become new CEO as of January 1, 2021.

"I am honored that the Board has appointed me as new CEO and look forward to work together with Maria Grimaldi and the other management team. We believe that we are well positioned and are aware that we are only at the beginning of an exciting period where I will work to ensure stability, profitability and growth," says Peter Levin

"Peter Levin has long experience in leading companies with an international focus and has a deep understanding of organizations in strong growth. Peter has a solid background from businesses in the gaming, media- and VFX industries that are at the forefront of the use of new technologies, says Staffan Eklöv, Chairman of the Board of Bublar Group.

Maria Grimaldi, current CEO & Managing Director of Bublar Group since May 2019, will take on a position as Director New Business & Scalable Technology as from January 1, 2021.

Maria has completed the assignment she received from the Board in May 2019, which involved identifying the company's growth plan in a growing XR market and continuing to build Bublar Group into a position as a leading player in XR technology and visualization.

"Through acquisitions and continued focus on product development, Maria has built a strong position for the Group and secured financing. We are very pleased that Maria continues to contribute to the Group's strategic focus in the development of the Group's existing core business, new business opportunities and to work towards a continued stable growth plan in her role as Director New Business & Scalable Technology, says Staffan Eklöv, Chairman of the Board of Bublar Group

Furthermore, Anders Lundström is appointed new CFO of Bublar Group. He comes most recently from a role as CFO in Avonova and has among other previously worked within the Kinnevik Group. Anders will take up his new position in February 2021.

"We are happy to welcome Anders Lundström to our Group. With his long experience as CFO in companies from different industries and in different phases of development, we get a strong contribution in the work with financial control to build and scale up our business forward," comments Maria Grimaldi and Peter Levin.

Anders Lundström has 15 years of experience as CFO in various companies, including the listed telecom company A3, Canal+ in the Nordic region, Eltel Networks Infranet and the healthcare company Avonova. He has also been CFO at Kinnevik-owned fintech company Milvik (BIMA). Anders has worked for 9 years in the Kinnevik sphere in various roles in finance, including with Strix Television, MTG, Metro and Tele2. Anders has extensive international experience and has worked and been stationed in Spain, Portugal, South America and Southeast Asia.

Anders Lundström succeeds Anders Lindell, who will continue in his role as the Group's CFO until Anders Lundström takes office and remains in the Group to ensure a good handover during a transitional period.

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Important information

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 2020-11-19 08:30 CET.

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.

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