



Press release

Stockholm September 14, 2020

David Logg appointed Deputy MD in Bublar Group's subsidiary Vobling

David Logg has been appointed Deputy Managing Director in Bublar Group's subsidiary Vobling. David Logg joins Bublar from Gartner, where he most recently served as Senior Managing Partner at Gartner Retail and Manufacturing Nordic. David Logg will take up his new position September 14th, 2020.

"I am pleased to welcome David Logg to our Group. With his over 30 years of experience in successful sales strategies, expertise in customer focused business development, software and digital solutions we receive valuable contribution to deliver on our strategy for scalable business," says Maria Grimaldi, CEO at Bublar Group

"I am honoured and are very much looking forward to join Bublar Group. With my previous experience in the Software and Consulting industries I hope that I can contribute to further create a successful scalable Enterprise business focused on customer's mission critical priorities. It will be very exciting to contribute to Bublar's growth journey," says David Logg.

David Logg has more than 30 years of experience from various senior and managerial positions at Gartner, Tieto, IBM, Connecta and Nordea among others. He has had a long career at Gartner and brings valuable experiences from his previous positions as Head of sales and Co-founder of several B2B initiatives. David has a proven track record of inspiring individuals and team to achieve solid results. He has extensive expertise in various industries, among others Telco, Manufacturing, Finance and Retail. David has held different positions in terms of board, business, Digital, IT, and sales and has driven transformations and development of businesses with exceptional client value.

"David brings his long and extensive experience from developing sales and business for large scale enterprises around software and digital solutions into our growth journey. His insights will accelerate time to market for our ongoing development of products on our Virtual Training platform as well as creating ecosystem and partnerships with global players on new markets. I am very happy to have David onboard," says Anders Ribbing, Head of Enterprise Bublar & Managing Director Vobling

For more information please contact:

Maria A Grimaldi, CEO Bublar Group

Phone: +46 70 828 38 34, email: maria.grimaldi@bublar.com,

Anders Ribbing, Head of Enterprise Bublar Group & MD, Vobling

Phone: +46 70 936 88 68, e-mail: anders.ribbing@vobling.com

Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed XR technology company specializing in Augmented Reality (AR) and Virtual Reality (VR). The company offers XR solutions in E-commerce, Entertainment, Training and Manufacturing. The company includes the subsidiaries Vobling, Sayduck, Virtual Brains and Goodbye Kansas, which was recently acquired. Goodbye Kansas creates visual content for the leading players in the gaming, film/TV and streaming industries and offers services including VFX/animation, Digital Humans and Performance Capture. Bublar is headquartered in Stockholm and is listed on Nasdaq First North Growth Market.

In essence, Bublar Group will change the game. We change how we Work, Shop and Play.

The company has G & W fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, email: ca@gwkapital.se, phone +46 8-503 000 50