

Press Release
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Goodbye Kansas Group signs Letter of Intent regarding divestment of Sayduck Oy

Goodbye Kansas Group has today signed a Letter of Intent ("LOI") regarding the sale of its' subsidiary Sayduck Oy. The LOI has been entered with a potential buyer who will remain un-named and the LOI is not a legally binding agreement but gives the counterpart the possibility to initiate a commercial and technical due diligence. A sale is expected to have a positive impact on the result, and generate additional liquidity for the Group. Sayduck has successfully led the development of a SaaS platform for 3D-based visualization of e-retailers products through AR.

"Goodbye Kansas Group is currently strategically reviewing a number of companies in the group. It is pleasing to now have signed a LOI regarding Sayduck. Even though the agreement is not legally binding, it gives an indication that there is interest among potential buyers. The divestment is part of Goodbye Kansas Group's ambition to restructure the business and focus on the studio business. We are hopeful that the divestment will be completed during the first quarter of 2023," says Stefan Danieli, CEO of Goodbye Kansas Group.

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. 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.

The company has Wildeco Ekonomisk Information AB as Certified Adviser, Kungsgatan 6, 103 87, Stockholm, email: info@wildeco.se, phone: +46 8 545 271 00.

Attachments

[Goodbye Kansas Group signs Letter of Intent regarding divestment of Sayduck Oy](#)