

Press Release
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Amended plan for the mobile game Hello Kitty

The Board of Goodbye Kansas Group AB (publ) ("Company") has decided to amend the plan for the mobile game Hello Kitty AR: Kawaii World which, since 2022, is ready for soft launch. The previous plan to launch the game under the IP Hello Kitty will not be proceeded with, and the Company will instead focus on finding alternative ways to exploit the game. The Board's decision is a result of weakening market conditions for launching mobile games, and the fact that the Company has not been able to agree with the IP owner on an adjustment of the strategy and terms. Goodbye Kansas Group will now seek a collaboration partner to adapt the game to another IP and potentially other platforms.

"It is obviously regretful that the launch will not take place as originally planned but we believe that we have chosen the right alternative. The game is exciting, and we see opportunities to realize its potential in cooperation with the right partner by adapting it to another IP and other platforms. We are now working, in close collaboration with our game development partner Lively Studio (part of Keywords Studios), to find a new collaboration partner alternatively a buyer of the code. We are already in interesting discussions in which we focus on finding an imminent solution that minimizes the need for additional investment from us", says Stefan Danieli, CEO of Goodbye Kansas Group.

Goodbye Kansas Group has previously communicated that the mobile game Hello Kitty would be launched in the third quarter 2023. During this financial year, alternative ways to exploit the game's commercial potential have emerged which was communicated in the Company's Interim Report for the first quarter 2023. The Company has faced challenges in agreeing with Hello Kitty's IP-owner on the terms for the launch in the worsening market conditions for mobile games. As a result, the Board has now decided not to proceed with a launch of the mobile game under the IP Hello Kitty, and instead evaluate alternative solutions.

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 core business is conducted in the subsidiary Goodbye Kansas Studios, which offers visual content for film, TV and computer games. The company creates award-winning visual experiences for various media and offers products that combine cutting-edge technology with world-class artistry. The Group also operates in a number of niche areas where opportunities to develop strong market positions and grow profitably have been identified: Virtual training through VR, solutions for 3D visualization and a portfolio of developable games, apps and other IPs. 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.

www.goodbyekansasgroup.com

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This information is inside information that Goodbye Kansas Group AB (publ) is obliged to make public under the EU Market Abuse Regulation 596/2014. The information was provided by the contact person set out above for publication at 2023-08-30 21:30 CEST.

Attachments

[Amended plan for the mobile game Hello Kitty](#)