



Press release

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## **The share of digital productions from the gaming industry increases**

**The gaming industry is one of the sectors not adversely affected by the ongoing pandemic, and at Bublar's subsidiary Goodbye Kansas the share of game-related assignments has increased. Currently three parallel projects are in production. The assignments, which originate from large international game developers, amount to a total of SEK 21.5 million, of which just under SEK 5 million is allocated to the first half of the year.**

"We have traditionally had a balance between film/TV productions and game-related projects. Covid - 19 has postponed the start of several film and TV productions, while demand from the fully digital gaming industry has increased at the same time. For many years, we have built a flexibility into our proprietary production platform and technology, and this helps us take full advantage of this trend," says Peter Levin, Managing Director of Goodbye Kansas.

Goodbye Kansas Studios works with three so-called "Game Cinematics", i.e. lavish game trailers of cinematic quality. The clients are three major international game developers and delivery of these trailers will take place this autumn. The total market for the gaming industry in 2020, estimated by Newzoo at USD 159.3 billion with an annual growth rate of 9.3 percent.

"Game Cinematics is a cornerstone of a game launch, and Goodbye Kansas has gained a strong reputation as a producer of high-quality, technologically advanced and often award-winning trailers. Thanks to a culture of early adoption of new technology, combined with the right skills and workflow, several such assignments can now be produced in parallel. This certainly helps us meet the growing demand," says Maria Grimaldi, CEO and Managing Director of Bublar Group.

### **For more information please contact:**

Maria A Grimaldi, CEO and Managing director, Bublar Group, email: [maria.grimaldi@bublar.com](mailto:maria.grimaldi@bublar.com),  
Phone: +46 70 828 38 34

Peter Levin, Managing Director, Goodbye Kansas, [peter.levin@goodbyekansas.com](mailto:peter.levin@goodbyekansas.com),  
Phone: +46 73 041 63 93

### **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.

Bublar has G & W fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, email: [ca@gwkapital.se](mailto:ca@gwkapital.se), phone +46 8-503 000 50 Bublar Group