

Press Release
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CEST



GOODBYE KANSAS SECURES SIGNIFICANT AAA TRAILER ORDER WHICH EXPANDS ITS INTERNATIONAL PRESENCE

Goodbye Kansas Group AB (publ) today announced it has been awarded a prestigious contract for the end-to-end production of a high-fidelity cinematic trailer for an upcoming AAA game title. This project represents a significant expansion of our global footprint, successfully broadening our operational reach and diversifying our international portfolio.

The project involves the development and production of an in-engine, real-time enhanced gameplay cinematic. Utilizing Goodbye Kansas' industry-leading pipeline, the studio will deliver full-fidelity visuals designed to serve as the official announcement trailer for a highly anticipated AAA title.

While the specific region and client cannot be disclosed at this time due to confidentiality agreements, the contract is a direct result of Goodbye Kansas' long-term efforts to expand its footprint beyond its core markets in Europe and North America.

"Creating an announcement trailer for a AAA title requires a delicate balance of technical precision and emotional impact," says Anton Söderhäll, Executive Producer at Goodbye Kansas. "The client sought us out specifically for our ability to collaborate with the dev and marketing team, understanding the audience and have the creative and technical ability to deliver full-fidelity, in-engine cinematics that push the boundaries of what is possible in real-time. We are thrilled to bring our hallmark quality to this new partner and to demonstrate that our Stockholm-based talent can lead the most ambitious productions for any studio, anywhere in the world."

"This order is a testament to our global reputation for delivering world-class creative content," says Carsten Myhill, CEO of Goodbye Kansas Group. "While the deal itself is of a decent size, its true significance lies in the geographical breakthrough it represents. We have worked purposefully for quite some time to diversify our risk and establish ourselves in new territories. Securing a AAA project of this caliber in a new region proves that our expertise and ability to deliver uncompromising quality is resonating with developers worldwide, regardless of their location."

The production will leverage the studio's expertise in real-time technology and digital storytelling to create a seamless bridge between gameplay and cinematic narrative, ensuring the announcement trailer meets the high expectations for a studio aspiring to become a leading AAA producer.

The project is scheduled to commence immediately, with the trailer slated for a future global reveal.

For further information, please contact:

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About Goodbye Kansas Group

Goodbye Kansas Group is a provider of technology-driven visual content and develops solutions for visual effects (VFX), experiential, game trailers and In-Game. The Group has some of the world's leading entertainment companies as customers. Goodbye Kansas Group is headquartered in Stockholm and is listed on Nasdaq First North Growth Market with Bergs Securities as Certified Adviser.

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www.goodbyekansasgroup.com

Attachments

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