

Press Release
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Goodbye Kansas Group divests Vobling AB

Goodbye Kansas Group has today entered into a Share Purchase Agreement to divest its subsidiary Vobling AB to Irish Private Equity Firm, Erisbeg. The divestment will provide Goodbye Kansas Group with a liquidity injection while generating a limited positive impact on the Group's net result. The divestment is yet another important step in Goodbye Kansas Group's strategy to focus on its studio business. The parties have agreed not to disclose any details relating to the transaction.

"Vobling has demonstrated its potential through the VR Fire Trainer, and we are confident that the company will prosper under the ownership of Erisbeg. This divestment allows Goodbye Kansas Group to focus on the studio business and thereby fully utilize our core competencies and accelerate growth," states Stefan Danieli, CEO of Goodbye Kansas Group, commenting on the sale:

"Erisbeg has a strong portfolio in the compliance space, with a substantial focus on Fire safety and training in particular. We are excited about the potential that Vobling and its unique solutions can offer, and we look forward to working closely with the team to ensure Vobling continues to flourish," says Andrew Murphy, Partner, Erisbeg.

Vobling was founded in 2015 and has developed the VR Fire Trainer product, which offers a VR-based solution for firefighting training. Erisbeg is an Irish private equity firm, founded in 2017, focusing on investments in healthcare, pharmaceutical distribution & regtech companies.

Goodbye Kansas Group

Goodbye Kansas Group AB (publ) is a leading supplier of technology-driven visual content and develops solutions for visual effects (VFX), animation, game trailers and In-Game. The Group has some of the world's leading entertainment companies as customers. Goodbye Kansas Group has its head office in Stockholm and is listed on Nasdaq First North Growth Market with Wildecø Ekonomisk Information as Certified Adviser.

Attachments

[Goodbye Kansas Group divests Vobling AB](#)