

Press Release
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GOODBYE KANSAS SECURES SEK 5 MILLION PROMOTIONAL FILM FOR A LARGER MARKETING CAMPAIGN

Goodbye Kansas has secured an order to create a promotional film for the games segment. The project is being developed specifically for a retail campaign with an order value amounting to approximately SEK 5 million. The project will be executed during Q4 2026.

The production draws on Goodbye Kansas' in-game cinematics expertise to bring this project to life, applying animation and visual storytelling to an original promotional concept.

The order further strengthens Goodbye Kansas' commercial activity during Q4, while highlighting opportunities to apply its capabilities across a broader range of projects. The company continues to develop its sales pipeline heading into 2027, building on its established expertise in games and expanding the ways in which these capabilities can serve clients.

"Our experience in games is what brought us this opportunity, and there is something really enjoyable about taking the skills we use every day and applying them in a different way. It's a great example of the creativity and versatility of our teams, and the kind of opportunities we're excited to pursue as we build our sales pipeline into next year," said Carsten Myhill, CEO of Goodbye Kansas Group.

For additional information, please contact:

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About Goodbye Kansas Group

Goodbye Kansas creates award-winning visual effects, digital animation, and performance capture for film, TV, and video games. Blending world-class artistry with cutting-edge technology, the studio provides storytellers with end-to-end production capabilities, from concept art and digital humans to full cinematic execution. Through internal R&D initiatives like Project Freya, Goodbye Kansas continues to push the boundaries of real-time digital character performance, developing advanced facial rigging infrastructure designed to give creators unprecedented freedom, quality, and scale across interactive entertainment. Goodbye Kansas is part of Goodbye Kansas Group AB. Goodbye Kansas Group is headquartered in Stockholm and is listed on Nasdaq First North Growth Market with Bergs Securities as Certified Adviser.

www.goodbyekansasgroup.com

Attachments

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