

# 36 Group: Meta Bliss Group launches new visual identity for Blizz Casino

**36 Group AB (publ) (“36 Group” or the “Company”) today announces that its subsidiary Meta Bliss Group has launched an updated visual identity for Blizz Casino, including a new logo and related brand assets.**

The update forms part of Meta Bliss Group’s ongoing work to strengthen brand consistency, presentation and positioning across its B2C operations. The rollout relates to markets where the brand may be lawfully offered and is not directed at the Swedish market.

For 36 Group, the launch represents an operational milestone within the continued development of the Group’s B2C iGaming business. The Company views a clear and consistent brand framework as an important component in supporting long-term commercial execution across its online gaming operations.

“Launching an updated visual identity for Blizz is a natural step in the continued development of Meta Bliss Group’s operations. For 36 Group, it reflects continued execution in our B2C segment and our ambition to build scalable gaming operations with a clear commercial profile,” says Chris Steele, CEO of 36 Group AB.

The Company will communicate separately should the initiative give rise to material commercial effects.

**For more information, please contact:**

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**About 36 Group AB**

36 Group AB is a Swedish gaming technology group with operations in iGaming and land-based gaming. The group conducts B2C operations through its own online casino brands and B2B operations through platform services and managed services to gaming operators. 36 Group builds and operates the technology, distribution and live-ops required for real-money gaming, with a focus on scalable operations and recurring revenues. 36 Group AB's share (36GRP) is traded on NGM Nordic SME. More information is available at [www.36.group](http://www.36.group).

**Image Attachments**

[Blizz Logo Dark](#)