



Press release  
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## **Goodbye Kansas Group enters strategic partnership with Keywords Studios for continued production of mobile game Hello Kitty**

Goodbye Kansas Group enters a partnership with Keywords Studios and Electric Square, a Keywords Studio, to finalize the production of the location based mobile game Hello Kitty AR: Kawaii World. Keywords Studios is an international provider of technical and creative services to the video games industry. Goodbye Kansas will be responsible for the marketing and launch plan approaching the game's launch in 2022.

"I am pleased that we now have a collaboration in place with one of the world's best game studios. They have a global presence and are also established in Japan and Tokyo – the home market for Hello Kitty. The production of *Hello Kitty AR: Kawaii World* now gets the best prerequisites to be ready with high quality for the launch," says Peter Levin, CEO and Managing Director Goodbye Kansas Group

Keywords Studios, founded in 1998, is the leading international production partner for game development. The Group has a global presence with more than 60+ game studios in 22 countries on four continents. Keywords partners with many of the world's leading gaming companies on their biggest titles within mobile, console, PC and online. Some examples of customers and games are Nintendo, Ubisoft and Warner Bros. The UK-based development studio Electric Square, with presence in Singapore, has among other projects worked with Xbox Game Studios and are co-developing Assassin's Creed in Virtual Reality together with Ubisoft.

[www.keywordsstudios.com](http://www.keywordsstudios.com)

"We are incredibly excited to be partnering with Goodbye Kansas Group to develop a game based on the much-loved character, Hello Kitty. As a studio we pride ourselves in creating digital joy, crafted for all, and bringing Hello Kitty and friends to life for a global audience is a huge honour," says Nick Harper, Studio Director at Electric Square Leamington Spa.

The collaboration with Keywords Studios also provides the opportunity to produce upcoming games and apps for Goodbye Kansas.

"Given their track record at the leading-edge of entertainment It's a real privilege to be working so closely with Goodbye Kansas and leveraging the Keywords global end-to-end platform of services to support their journey in bringing iconic franchises to players around the world," says Sonia Sedler, joint interim CEO of Keywords Studios

In Goodbye Kansas Business Area Games & Apps, which includes Virtual Brains and Plotagon, the business model is based on establishing licensing agreements with global brands with known characters to develop innovative apps and games within 3D, animation, film and gaming. Currently, development of an app is underway in collaboration with South Korean Naver Z and the social network ZEPETO, based on Plotagon's platform for creating animated 3D films on smartphone.

**For further information, please contact:**

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### **Goodbye Kansas Group**

Goodbye Kansas Group AB (publ) is a leading company in visual content and emerging technology. The company creates award-winning visual experiences for all media and offers products and solutions with the possibility to scale, combining cutting-edge technology with world-class artistry. Services include VFX, Virtual Reality (VR), Augmented Reality (AR), Performance Capture & Scanning, Real Time expertise, Design, Animation, production of Game Cinematics, Digital Humans and development of IP's & scalable products.

The Group comprises of: Goodbye Kansas Studios (Visual experiences for film, TV and games), Infinite Entertainment (Film/ TV co-productions & IP development), Vobling (Virtual training and XR) Sayduck (3D/AR SaaS solutions for e-commerce), Virtual Brains (Location based mobile games) and Plotagon (3D animation film engine). Goodbye Kansas Group is listed on the Nasdaq First North Growth Market and has studios and offices in Stockholm (HQ), London, Helsinki, Vilnius, Belgrade, Los Angeles, Beijing & Manila.

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