



Hello Kitty steps into the Augmented Reality Gaming World

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SANRIO, THE GLOBAL LIFESTYLE BRAND BEHIND HELLO KITTY HAS PARTNERED WITH THE SWEDISH AR-GAMES STUDIO, BUBLAR GROUP, TO CREATE A REAL-WORLD AUGMENTED REALITY (AR) MOBILE GAME.

Sanrio GmbH, subsidiary of Sanrio Co. Ltd. and the Swedish game studio **Bublar Group AB (publ)** have signed a license agreement to develop a cutting edge real-world Augmented Reality (AR) mobile game around **Hello Kitty** and Sanrio's characters, including the popular **Little Twin Stars, My Melody** and **Gudetama**. The game will be published by Bublar and use state-of-the-art mobile technology, allowing fans to create and share small gifts in a virtual world.

It will be developed for the "real-world" games genre and enable users to play with their smartphone devices while interacting with virtual characters connected to locations. The launch is scheduled for 2019.

"At Bublar, our mission is to merge the real and imaginary worlds together in a fun way, connecting Augmented Reality and digital content to real world locations" said Magnus Granqvist, co-founder and Chief Executive Officer of Bublar Group AB (publ). "We are looking forward to bringing the beloved **Hello Kitty** and a variety of other Sanrio characters to the AR world. **Hello Kitty** has been creating smiles worldwide for almost 45 years"

"With this game, our passionate fan base can meet and engage with all Sanrios' characters in mixed reality" said Simon Gresswell, Chief Operating Officer, Sanrio GmbH. "We have been inspired by Bublar's creative team and AR knowledge; their passion for creating innovative mobile games and apps is of the highest level."

Additional details will be announced later in 2018.

About Bublar Group

Bublar Group AB (publ) is a Swedish technology and games development company, focused on creating innovative mobile games/apps with Augmented Reality and location-based services. In order to fulfil this goal, the company has developed a software platform for AR and location-based services that is scalable, robust and able to handle large numbers of end users. Bublar Group AB (publ) is listed on the Nordic Growth Market (NGM) (NGM: BUBL MTF, ISIN: SE0010270793), a regulated exchange, authorized by the Swedish Financial Supervisory Authority. NGM is a wholly-owned subsidiary of Boerse Stuttgart, a German exchange. For more information please visit www.bublar.com

About Hello Kitty

Hello Kitty was born in London in 1974. Over the years, she has become one of the most unique and fascinating characters ever created, a global icon with relevance to adults and children of all ages, ethnicities and economic backgrounds as well as an inspiration to artists and designers. Her motto is: 'you can never have too many friends'

About Sanrio

'Small gift, big smile': it's more than just a catch phrase. It's the foundation of everything we do and we're proud to say we've been creating smiles since 1974, when Hello Kitty first appeared on a tiny vinyl coin purse.

At Sanrio, we believe that a gift is more than just a gift. It's a lovely way of expressing our feelings and bringing people together. For more information please visit www.sanrio.eu and www.instagram.com/hellokittyeu or www.facebook.com/hellokittyeu