

PRESS RELEASE
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ADVENTURE BOX SIGNS MICHAEL BENDTSEN AS CREATIVE DIRECTOR

After an autumn of close and successful collaboration, Michael Bendtsen, a well-known games entrepreneur and one of the creative minds behind the gaming platform KOGAMA, joins the leadership team at Adventure Box AB as Creative Director.

Adventure Box, the leading global social cloud gaming platform for user-generated content, makes it easy and fun to make, share and play.

Joining Adventure Box marks the culmination of a process wherein Michael has provided invaluable insights into the building and nurturing of a creative community around user-generated content. During this process the perfect fit between Michael's experience and the mass market potential of Adventure Box technology resulted in the decision to forge ahead together, with Michael taking charge of the creative vision of Adventure Box.

Michael's 25 years of computer game industry experience includes highlights such as creating digital strategies for LEGO, aided the launch of the global success movie creation platform, Movie Star Planet, and founding KOGAMA. The collaboration with KOGAMA will continue in 2021 with the ongoing exchange of game making talent in the creative communities of both companies.

"Adventure Box efficient streaming, low bandwidth requirements, economic scaling and graphical content creation concepts provide the building blocks needed for a mass-market global game sharing platform. By fine tuning functionality and interfaces, in close cooperation with engaged users, we will achieve rapid growth. We are at the beginning of a computer game industry revolution!" said Michael.

"Michael has been an inspiration to me since he created KOGAMA. I am now very proud and pleased to get the opportunity to, together with Michael, realize our joint vision of a world where everyone can make their own games," said Christopher Kingdon, CEO of Adventure Box.

Michael will be joining the team as Creative Director on December 21st, 2020. He will be based in Copenhagen.

This information is such that Adventure Box Technology AB (publ) is required to disclose in accordance with the EU Market Abuse Regulation. Information was provided through the above contact persons' publication for publication on December 21, 2020 at 16:25 PM CET.



FOR MORE INFORMATION CONTACT

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ABOUT ADVENTURE BOX TECHNOLOGY AB

Adventure Box, the leading global social cloud gaming platform for user-created games, makes it easy and fun to make, share and play. The company's world-leading streaming technology is patent protected. Founded in Stockholm 2014, the company also has staff in Paris, Seville, Malta, Copenhagen and Kerala (India). Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276.

Redeye AB with email certifiedadviser@redeye.se and phone number +46 8 121 576 90 is the company's Certified Adviser.