PRESS RELEASE

Stockholm 7 December 2018

Adventure Box Technology finalizes rights issue and prepares for IPO

Stockholm, Sweden – Happy L-Lord AB, pending name change to Adventure Box Technology AB, is closing a present new rights issue, changing their articles of association, strengthening company leadership and adding board competence to prepare for a potential IPO.

The proposed changes were decided at the November 30, 2018, Annual General shareholder Meeting, at which two new board members, both with significant experience from listing companies, also were elected. The company has also recruited Hans Richter as their new CFO.

The objective is to prepare the company for a potential IPO during the third quarter 2019. As a first, and preparatory step the company will, during spring 2019, distribute ownership through a right issue directed mainly towards institutional investors and investors focused on the Game Tech space.

"Adventure Box is the world leading online platform for sharing consumer developed computer games. The trend, where users want to develop, share and play their own games is growing ever stronger", says Christopher Kingdon, CEO and co-founder of Adventure Box.

In addition to being the leading platform for sharing user developed online-games Adventure Box offer the possibility to build games based on Minecraft creations.

Minecraft is the world leading "Lego building" game.

Adventure Box and Minecraft

Adventure Box has developed a unique technology that reads Minecraft files. As a result users can import the content they built in Minecraft into Adventure Box, where they by adding characters, dialogue, behaviors and stories, are able to turn static Minecraft-models into exciting, dynamic game experiences. "To create and play

"Minecraft mods" is already very popular. These are modified versions of Minecraft that offer some level of game play. But creating a "Minecraft mod" requires advanced programming skills and access to expensive server capacity", says Christopher Kingdon. "We are able to reach a global base of Minecraft-users who can enhance what they already built, without any programming skills"

All Adventure Box games are created purely through interaction with a graphical interface, and without the need to pay for and configure servers. Creation takes places completely within the Adventure Box platform. Only Minecraft's open file format is read. All 3D and game elements fully belong to Adventure Box.

In addition to characters, which are placed into games and given different characteristics, behaviors and dialogue, users can create story points, which define how a story or experience develops. Today users can create both battle and role playing games.

With Adventure Box user create story rather than just build with blocks. Since Adventure Box is online it is easy to share and invite other users to participate in an interactive story experience.

About Adventure Box

Adventure Box, who begun a soft launch during September of 2018, already have over 40,000 users. Development has been conducted in co-operation with Beta users whose views, experiences and insights have been central to create a platform which meets the requirements of both game players and makers.

Even though others have tried to create tools with which users can create games, Adventure Box is the only company that successfully has mastered the technical challenge of creating an online platform where it is easy to create games without the requirement to download either a platform or games.

Since 60 – 80 percent of users do not download software it is essential to a provider of a sharing platform to allow consumer created games to be shared without a requirement to download software. The experience must be delivered completely online, in the cloud and in the users Web browser. A patent for Adventure Box technology has been approved in the USA.

Adventure Box was founded in Stockholm in 2014. The company has staff and offices in Stockholm, Paris, London and Seville.

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new Directors of the Board

Christine Rankin:

- CFO for Cherry AB (publ), a Director of several Cherry group companies.
- Formerly Director for Finish Technopolis plc and Chairman for their Audit Committee (2017-2018)
- Head of Financial Control Europe and Asia Pac for Nasdaq (2017)
- Head of Corporate Control, Spotify (2014-2015)
- Accountant and Partner at PWC, 1988-2014
- Experienced from listing companies.

Read more at: https://www.linkedin.com/in/christine-rankin-94a4355/

Staffan Eklöw:

- Lawyer and Partner in Eklöw Business Law AB
- Chairman of listed AR/VR game company Bublar Group AB (publ)
- Director for HDR Sweden AB
- Partner and Managing Partner in legal firm Lindahl (2000-2013)
- Chef lawyer for TV channel TV4 (1994-2000)
- Experienced from listing companies.

Read more at: https://www.linkedin.com/in/staffan-eklöw-b174621a/