

PRESS RELEASE  
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## **EXPERIENCED GAMING ENTREPRENEUR ATTRACTS GAME MAKERS**

**One of the brains behind the gaming platform KoGaMa has begun his collaboration with Adventure Box. His work consists not only of increasing the number of new users, but also of managing an exceptionally large flow of skilled game creators between KoGaMa and Adventure Box.**

In the computer game industry, it is important to reach the core users on a large scale and be involved and influence these, as they in turn affect the behavior of the large mass of users. However, it requires large resources to handle many core users, but there are those who have the knowledge to do this effectively.

Michal Bendtsen, who is one of the founders of KoGaMa and a well-known name in the computer game industry, has with KoGaMa built up a strong user community globally with its active game creators. These game creators, also called "KoGaMians", are found all over the world and together have created more than three million published games on the platform.

The activity among these "KoGaMians" is high and three million game creators visit the platform every month. Managing three million "KoGaMians" efficiently can be expensive and resource-intensive and must therefore be automated, including the use of automated bots. Michal's goal with the collaboration with Adventure Box is, among other things, to achieve synergies with these users and the gaming platform Adventure Box and to make cost-effective processes for managing them.

In addition to 25 years of experience in the computer game industry, Michal has knowledge and experience of digital strategies from his time at LEGO, as well as of creating social networks for children and teenagers, factors that contributed to making KoGaMa the success it has become with young game developers. Thanks to Michal's experience, instead of trying different methods at high cost, Adventure Box can take shortcuts that save both time and money.

Allowing users to use their creativity to easily create computer games online is something Michal strongly believes in:

“Based on my experience from KoGaMa, I believe that the market for Adventure Box gaming platform is huge. They already have a huge user inflow, and with the development I see now, I think the journey has just begun.”

When Michal, as part of the collaboration, started marketing Adventure Box to his "KoGaMians", the result was not long in coming:

“Our Discord channel was flooded with KoGaMians who registered on Adventure Box. So much so that we have begun to use a bot to automate management,” said Christopher Kingdon, CEO of Adventure Box.

### **FOR MORE INFORMATION CONTACT:**

Christopher Kingdon, CEO Adventure Box, +46 (0)73 051 1414,  
[chris@adventurebox.com](mailto:chris@adventurebox.com), [corp.adventurebox.com](http://corp.adventurebox.com)

Michal Bendtsen CEO, Multiverse ApS (KOGAMA), +45 26 35 53 77,  
[mb@kogama.com](mailto:mb@kogama.com), [www.multiverseaps.com](http://www.multiverseaps.com)

### **ABOUT ADVENTURE BOX TECHNOLOGY AB**

*Adventure Box makes it easy, and fun to make, share and play 3D games online. The company's world-leading streaming technology is patent protected. Founded in Stockholm 2014, the company also has staff in Paris, Seville, Malta, 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](mailto:certifiedadviser@redeye.se) and phone number +46 8 121 576 90 is the company's Certified Adviser.*

### **ABOUT KOGAMA**

*Multiverse ApS (KOGAMA) is a hybrid web/game company, located in Copenhagen Denmark, focusing exclusively on KOGAMA, a platform for user created games. Our mission is to democratize games as a media by enabling anyone to express themselves with games.*



Christopher Kingdon, CEO  
Adventure Box Technology AB (publ)  
+46 (0)73 051 1414  
chris@adventurebox.com