



- TECHNOLOGY -

## Investor Presentation

September 2020



# OUR MISSION

We make it easy and fun to make, share, play 3D games online






User created content, shared worldwide for a mass market

<https://youtu.be/PKx7QmSeWyc>



# MARKET POTENTIAL

## Social Media Content Platform for Gamers

	<b>VIDEO STREAMING</b> Global revenue/year 43 bn USD* \$CAGR 2019-2026 of >18%	<b>MUSIC STREAMING</b> Global revenue/year 12 bn USD** CAGR 2019-2027 of 18%	<b>GAMES - ALL</b> Global revenue/year 152 bn USD CAGR 2019-2022 >9%
<b>PROFESSIONALS</b>	<b>NETFLIX</b> Revenues of 20 bn USD	 Revenues of 7 bn USD	 Revenues of 4,3 bn USD
<b>AMATEURS</b>	 Revenues of 15,5 bn USD	 Revenues of 0,2 bn USD	 Potential revenue of >1,5 bn USD



### Emerging Category - Social Media Platform for User Created Gaming Content for the Mass Market

Adventure Box caters to an emerging niche – a social media platform for streamed user created games for the mass market. As disruptive offerings come to the market, they are not captured in current market statistics...

...The opportunity is big. Adventure Box targets an ARPU of 5 USD and 300 mn users with a market potential of >1,5 bn USD.

\* <https://www.grandviewresearch.com/industry-analysis/video-streaming-market> and Bloomberg Nov 2019

\*\* <https://www.marketwatch.com/press-release/global-music-streaming-market-share-will-reach-to-usd-45000-million-by-2027-facts-factors-2020-01-14>

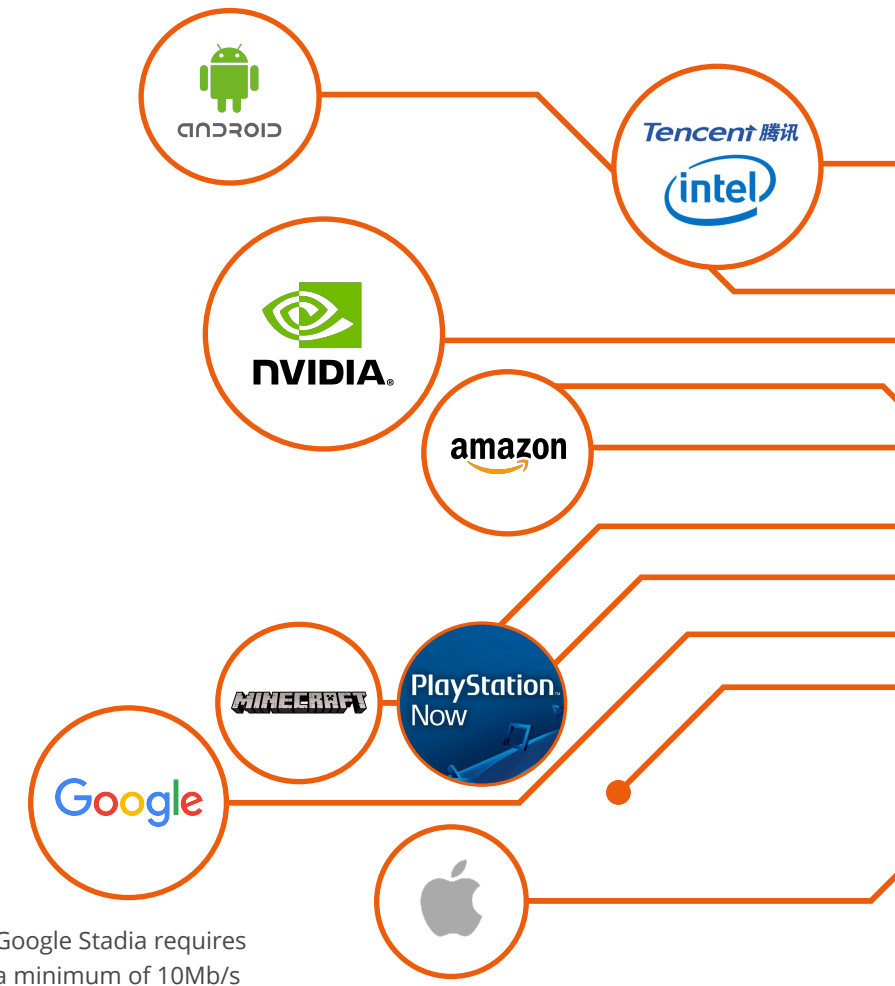
# EASY TO SHARE WITH STREAMING

## STREAMING

- 250-500% more effective sharing than download
- Works on low cost devices
- Can not be pirated
- No risk for downloading a virus
- Does not require fast broadband

### ADVENTURE BOX USPs

- Patented effective streaming (350kb/s)
- Consumers can create themselves
- Tech and patent licensing opportunity

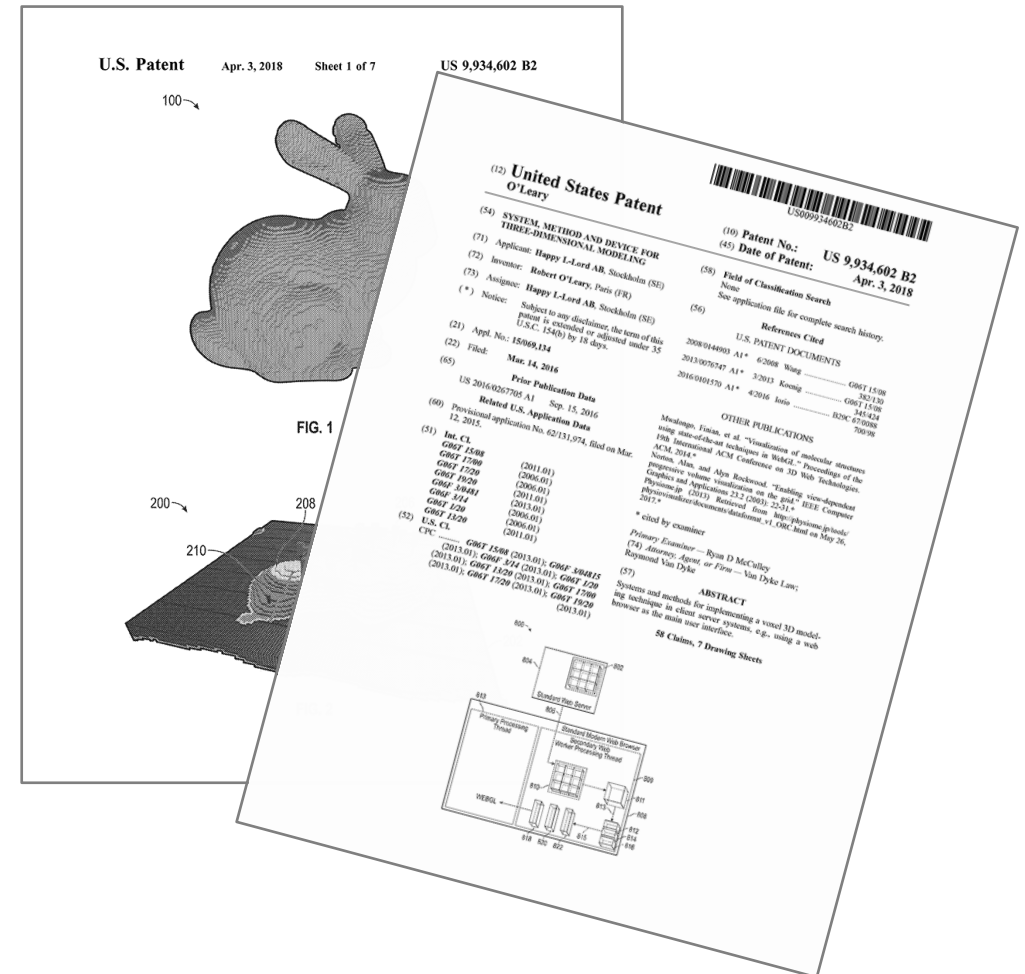


## Intellectual Property Rights

## PATENT PROTECTION

- We have patented the combination of easy creation and easy sharing
- Patent approved in USA. Applied for coverage also in EU, China and Japan
- CEO has experience from winning three patent cases against Google

**OUR PATENT COVERS ANY FORM OF VOXEL STREAMING WITH ANY FORM OF COMPRESSION.\***



\*For full disclosure of our patent we refer to our detailed filed patent filing

# SOCIAL MEDIA PLATFORMS HAVE GREATER POTENTIAL

## Growth Trajectory Social Media and Gaming

### ● YOUTUBE

Youtube has now reached north of 2 bn active monthly users.

### ● TIKTOK

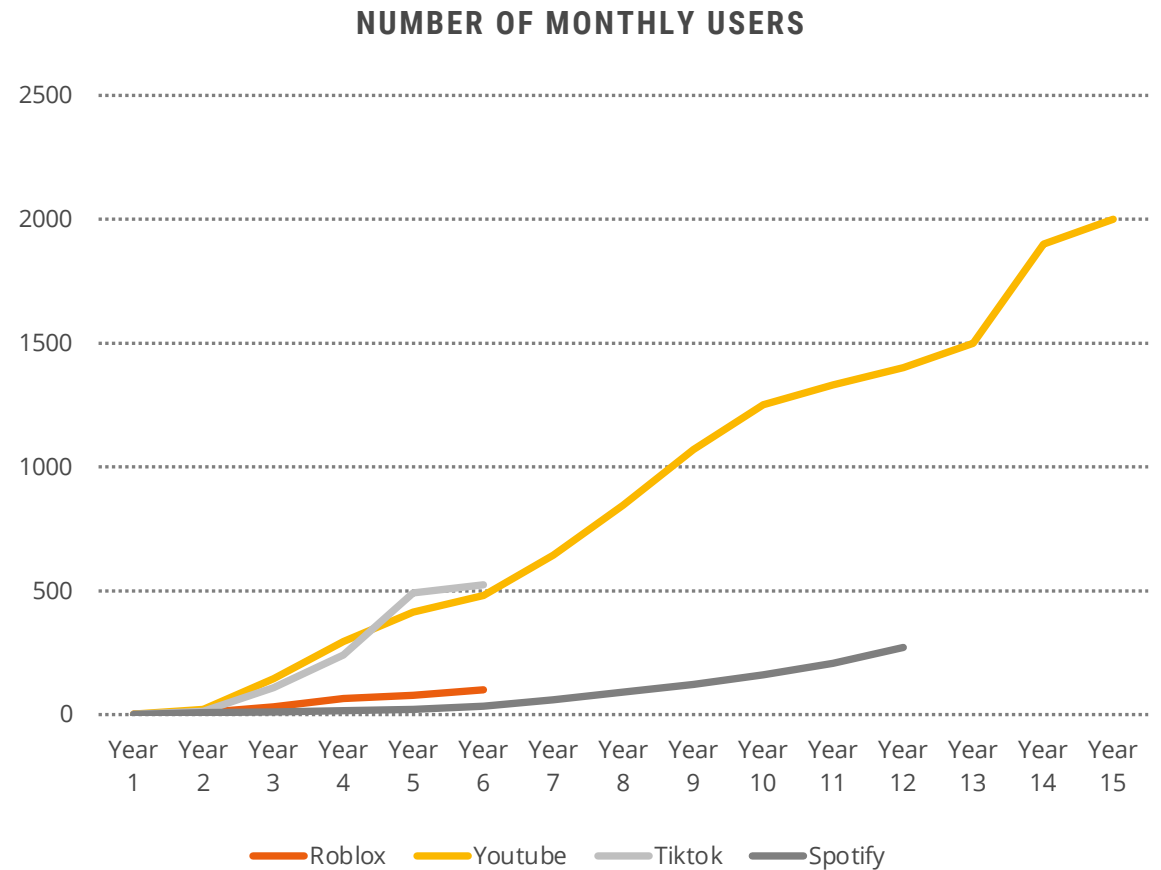
TikTok is now at more than 524 mn active monthly users.

### ● ROBLOX

Roblox has now reached over 100 mn montly active users.

### ● SPOTIFY

Spotify is at over 270 mn monthly active users.



Successful social media platforms such as YouTube and TikTok follow a different growth curve than peers in gaming and music (Roblox and Spotify). Adventure Box combines gaming and social media. Combining games, with revenues over 3 times bigger than video and over 12 times that of music, with social and easy sharing aspects of YouTube and TikTok, is a recipe for explosive growth into a huge market position.

# ROBLOX

## Our Most Successful Competitor to Date

### BASIC FACTS

Founded in 2006.  
Mobile launch in 2015 accelerated growth.

### MONTHLY ACTIVE USERS

Grown from 1 mn in 2014 to 30 mn in 2016  
to >100 mn today.

### REVENUES

Revenue in 1Q16 of 5 mn USD to currently  
around 500 mn USD/year. Itunes charges 30%  
of revenues. 76% of revenues from iOS and  
24% from Android.

### DEVELOPERS PAY-OUT

Pay-out to people developing games on their  
platform est at 100 mn USD 2019.

# ROBLOX

### AVERAGE CLIENT SPEND

Average client spend on the platform has  
moved from 2,6 USD p.a in 2016 to more  
than 4,8 USD p.a in 2019.

### VISITOR CONVERSION

Around 500 mn visitors per month. Of which  
only 100 mn active. New users have to create  
an account, download and install. They miss  
4/5 potential users.

### GAME CREATION

Only one in fourteen create games. Requires  
scripting knowledge of script (not a graphical  
interface). 4 mn Roblox creators today.

### VALUATION

Recently raised 150 mn USD in a round that  
valued the company at 4 bn USD.



# VIRALITY

The Tipping Point – Malcolm Gladwell

## CROSSING THE CHASM

We have the building blocks in place to go viral



### ADVENTURE BOX

- Our makers want to tell their friends about what they have done, and play together
- Enable gaming for the market where other streaming services cannot serve
- One-click-streaming tech offers very low CAC (200-250 lower than mobile app download)



**MAKING IT POSSIBLE**

# MINECRAFT SUPPORT

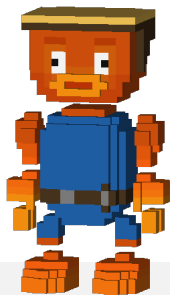
Minecraft YouTubers upload their popular worlds to Adventure Box and share them with their fans through links in their videos. With a single click fans get to visit their idols world and interact with their idols character. We are unique in having this capability and are partnering with a number of Minecraft influencers to reach their followers. Support for Minecraft's new file format and an in-game-content revenue model now opens-up for revenue share deals with Minecraft YouTubers.

## NEW YOUTUBERS (FOLLOWERS):

SeeDeng	(1M)
The Frustrated Gamer	(163k)
Beautiful O.B	(736k)



Ambrew  
283k



Karangutan  
22k



BiffleWiffle  
216k



GoldActual  
34k



Sigils  
304k



Nicovald  
321k



Henwy  
103k

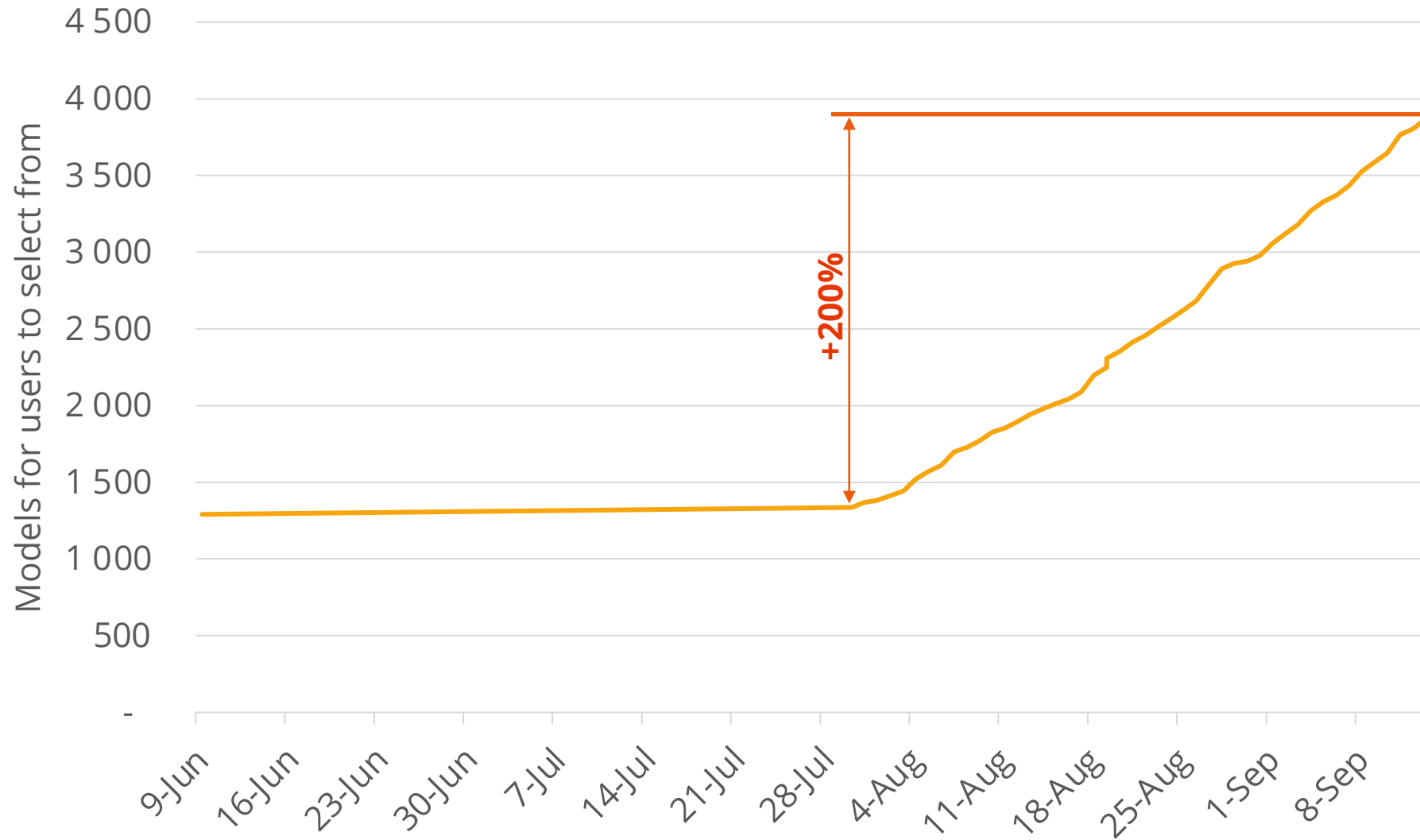


Stampy Cat  
9.3M

**BEAUTIFUL O.B HAS HAD 55.000 GAMERS  
PLAYING HIS GAME ON ADVENTURE BOX**

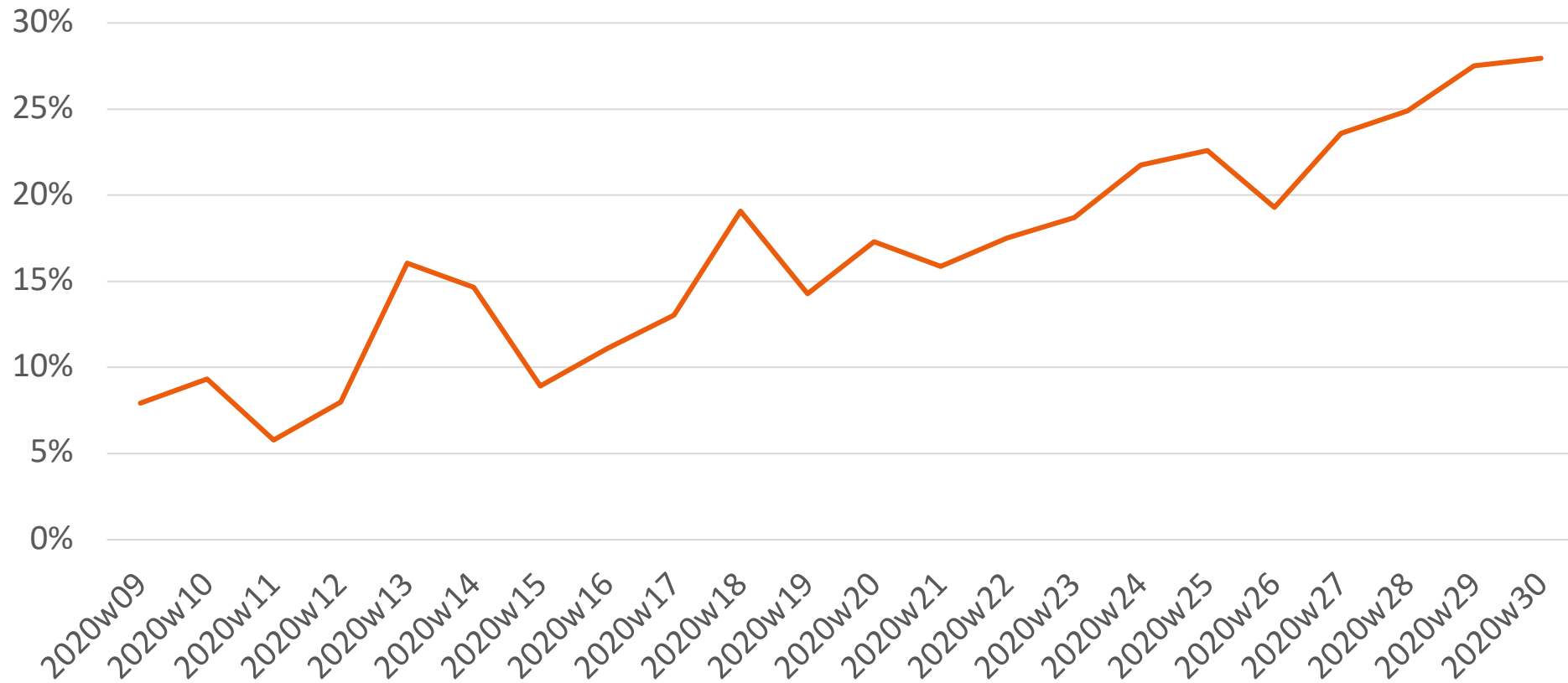
# USER CREATED GAME COMPONENTS

KPI - Core Growth Drivers  
Key Pillars to Virality



# PUBLISHED / CREATED GAMES

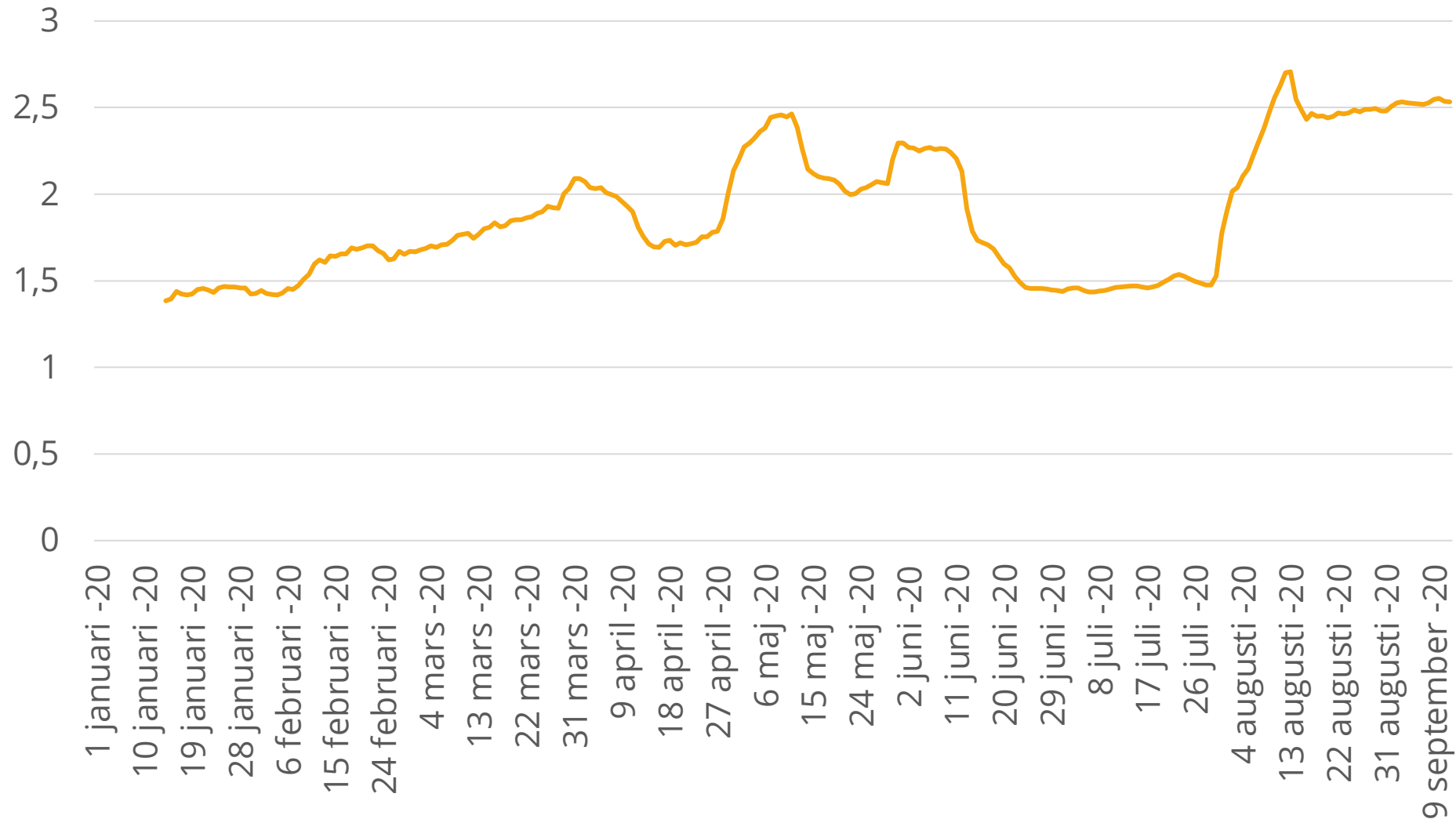
KPI - Core Growth Drivers  
Key Pillars to Virality



# CREATED GAME / GAME CREATOR

## KPI - Core Growth Drivers

Key Pillars to Virality



# BUSINESS MODEL

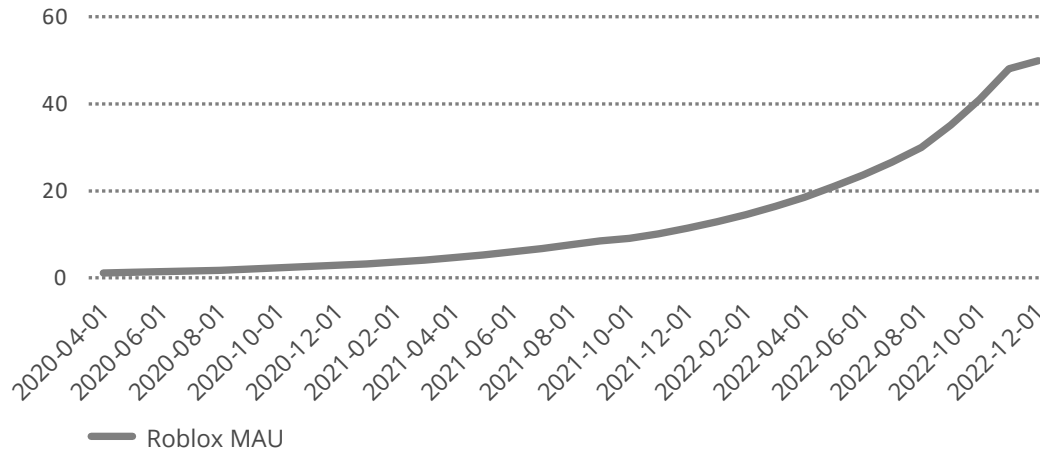
Proven Business Model



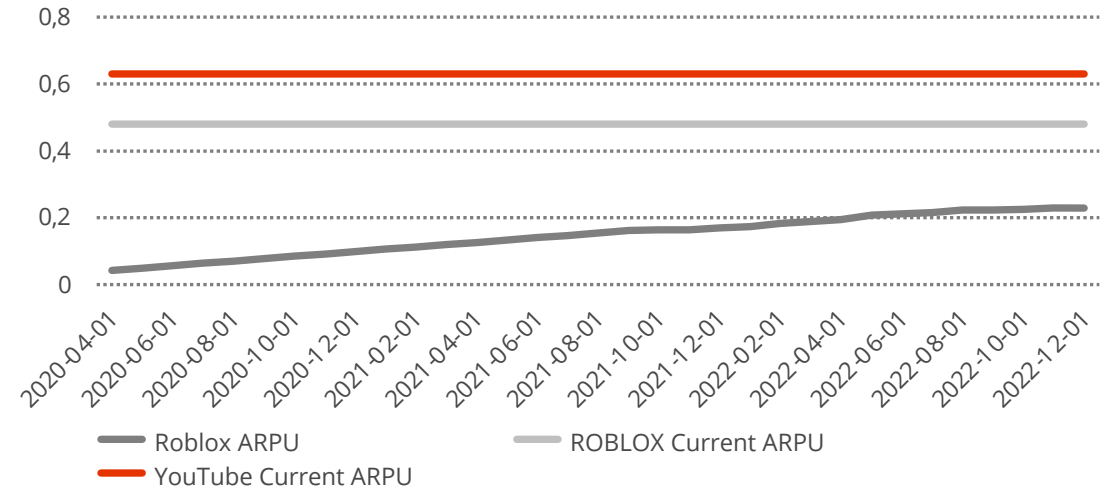
# ADVENTURE BOX BENCHMARKING

Projected MAU and ARPU

## MAU BENCHMARKING VS ROBLOX



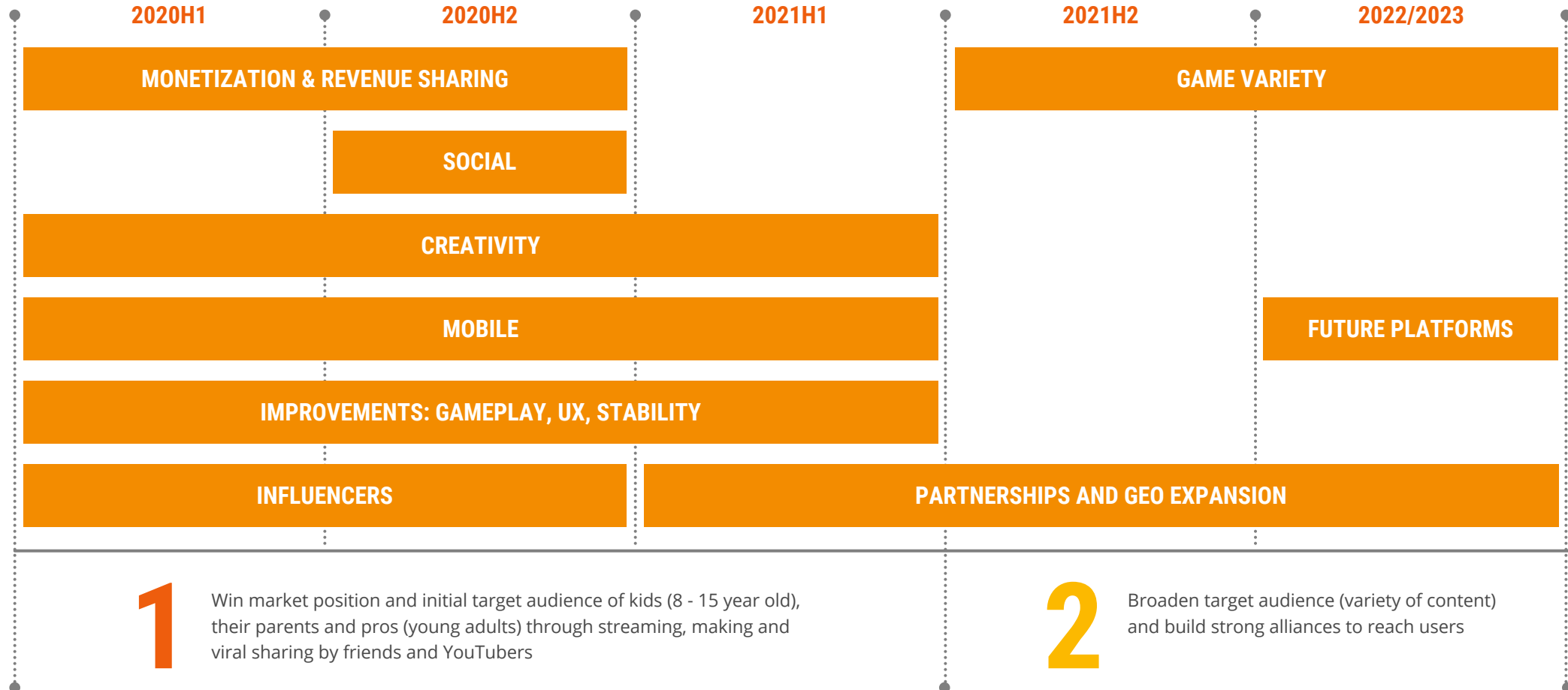
## ARPU BENCHMARKING FORECAST



### Business Model Support Higher MAU and ARPU than Roblox

- ✓ No downloads required to play games on Adventure Box. Only 1/5 visitors at the Roblox web page choose to download the game.
- ✓ Greater potential for in-game-revenue as gamers can show, share, and play together with anybody
- ✓ Multiple revenue stream business model. YouTube current ARPU of 0,63 USD per month (mostly ads), Roblox 0,48 USD (mostly in-game-revenues) and World of Warcraft estimated ARPU of >10 USD (mostly subscriptions)

# ROADMAP





# KEY OPERATING TEAM MEMBERS

World-Class International Team of Entrepreneurs and Technology Experts



**Co-Founder/CEO Since 2014**

**CHRISTOPER KINGDON**

**Born:** 1967

**Education:** MSc Royal Institute of Technology in Stockholm, MBA Stockholm School of Economics.

**Background:** Founded and divested five companies. Pioneer in location-based services



**Co-founder/CTO Since 2014**

**CLÉO HAYES-MCCOY**

**Born:** 1980

**Education:** BSc mathematics, Trinity University.

**Background:** Built his first 3D development engine for Stanford University's particle accelerator



**CPO Since 2019**

**DAN GREENING**

**Born:** 1959

**Education:** PhD Computer Science, UCLA

**Background:** Has co-founded, built and sold three companies in Silicon Valley. Has moved to Sweden to build the "next Spotify"



**CFO Since 2019**

**HANS RICHTER**

**Born:** 1949

**Education:** Bachelor degree from University of Stockholm, MSc University of Uppsala

**Background:** Lecturer at IHM and Styrelseakademin. CFO for several listed companies



**Game Designer Since 2017**

**DMITRII SAPELKIN**

**Born:** 1975

**Education:** CAD Engineer, St Petersburg.

**Background:** Computer game designer since 2005 at Electronic Arts, Oberon Media, Activision and Midway



**CMO Since 2018**

**RICHARD RIBLOM**

**Born:** 1972

**Education:** Courses at Royal Institute of Technology in Stockholm and Stockholm School of Economics

**Background:** Management consultant, founder of a music tech company and the CMO for several online companies

# BOARD OF DIRECTORS

Experienced Board of Directors



**Chairman**

**ÖRJAN FRID**

**Born:** 1967

**Education:** BBA, Stockholm School of Economics, MSc Royal Inst of Technology (KTH)

**Background:** CEO Apotekstjänst Sverige AB and board member in Siktet Invest AB. Previous experience including CEO of Eniro, Patria Helicopters AB Camfil Power System AB, Eneas Enrgy AS and Tradedoubler



**Board Member/Co-Founder/CEO**

**CHRISTOPHER KINGDON**

**Education:** MSc Royal Institute of Technology in Stockholm, MBA Stockholm School of Economics.

**Background:** Founded and divested five companies. Pioneer in location-based services



**Board Member**

**JASON WILLIAMS**

**Education:** MBA from University of Warwick, Strategy and Leadership from INSEAD.

**Background:** Co-CEO and member of the board in Kidoz.net, the world's largest mobile network for children with 100 million active users each month.



**Board Member**

**CHRISTINE RANKIN**

**Education:** MBA, BSc University of Stockholm

**Background:** VP Head Control Veoneer. Ex CFO Cherry AB (publ), board member Technopolis PLC Miscellaneous positions at Nasdaq, Spotify, PwC.



**Board Member**

**STAFFAN EKLÖW**

**Education:** Lawyer, University of Stockholm

**Background:** Chairman Bublar Group AB (publ). Previously CEO Advokatfirman Lindahl, Head of legal at TV4 AB.



**Board Member**

**CLAES KALBORG**

**Education:** IHM Business School

**Background:** Board member Flexion Mobile and Kidoz. Head of global licensing King (Candy Crush) and SVP Rovio (Angry Birds).

# FIVE PARTS THAT SUM UP A FANTASTIC OPPORTUNITY

Adventure Box has the ambition to become the “YouTube of Games”

## ENORMOUS POTENTIAL REACH

Newzoo reports there were 2.47 billion gamers in the world by the end of 2019. Global revenues were over 149 billion USD.

## SPREAD THRU OUR SOCIAL PLATFORM

With our newly created social platform the potential reach of Adventure Box games is limitless.

## POTENTIAL VIRAL SUCCESSES

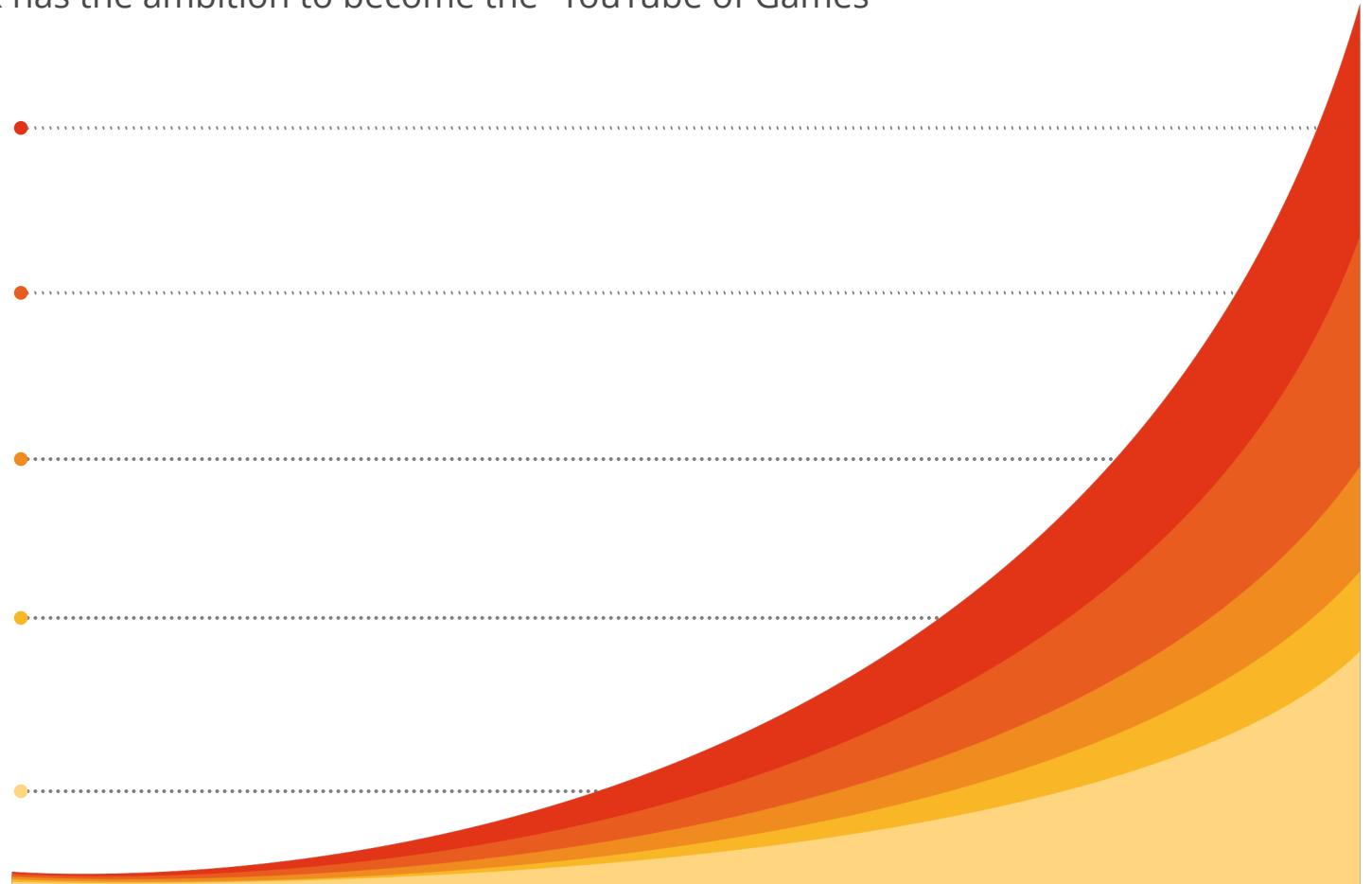
The main focus of our users is to create new content and games. All of these have the potential to become viral successes.

## USER TYPES WITH GOOD KPIS

User recruitment is focused on users-types showing good key performance indicators.

## TARGETED AND VERY COST-EFFICIENT RECRUITMENT

With the help from extensive insight data, we know how and who to recruit in a cost-efficient way.





- TECHNOLOGY -

**CONTACT**

Christopher Kingdon  
CEO, Director and co-founder  
[chris@adventurebox.com](mailto:chris@adventurebox.com)  
[corp.adventurebox.com](http://corp.adventurebox.com)  
+46 73 051 1414