



## **Investor Presentation: Recap, status update and plan**

16 March 2021

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## OUR MISSION

**WE MAKE IT EASY AND FUN TO MAKE,  
SHARE AND PLAY GAMES ONLINE**

## OUR MISSION

WE MAKE IT EASY AND FUN TO MAKE,  
SHARE AND PLAY GAMES ONLINE

Includes friends

Includes game related content











## OUR VISION

**TO BE THE LEADING SOCIAL  
CLOUD GAMING SHARING SITE  
FOR CONSUMER CREATED GAMES**

# MARKET POTENTIAL

## SOCIAL MEDIA CONTENT PLATFORM FOR GAMERS

GAMES INDUSTRY >3 TIMES LARGER THAN VIDEO AND >12 LARGER THAN MUSIC

	<b>VIDEO STREAMING</b> Global revenue/year USD 43bn* \$CAGR 2019-2026 of >18%	<b>MUSIC STREAMING</b> Global revenue/year USD12bn** CAGR 2019-2027 of 18%	<b>GAMES - ALL</b> Global revenue/year USD 152bn CAGR 2019-2022 >9%
<b>PROFESSIONALS</b>			
	Revenues of USD 20bn	Revenues of USD 7bn	Revenues of USD 4.3bn
<b>AMATEURS</b>			
	Revenues of USD 15.5bn	Revenues of USD 0.2bn	Potential revenue of >USD 1.5bn



### 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 USD 5 and 300m users with a market potential of >USD 1.5bn

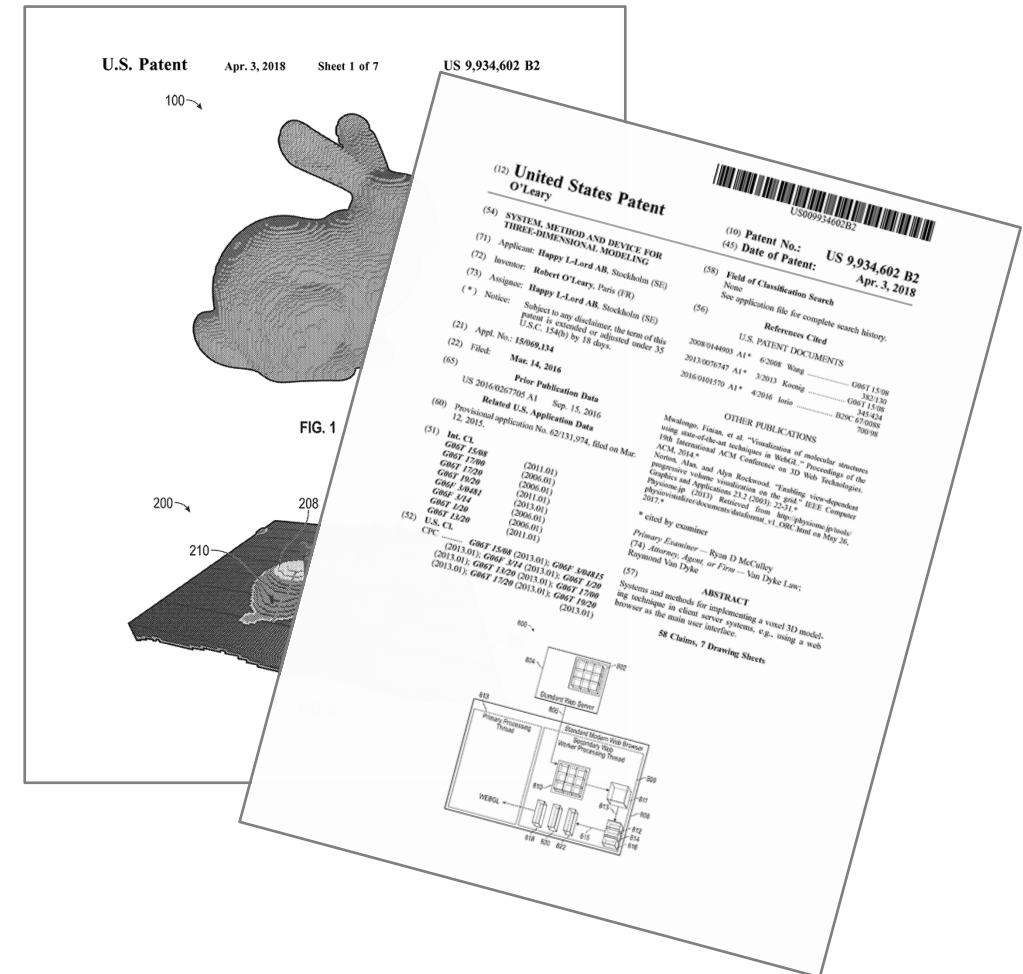
Note: \*) Grand View Research, November 2019. \*\*) Marketwatch 2020

# REQUIRES PATENT PROTECTED EASY MAKING AND SHARING

## PATENT PROTECTION

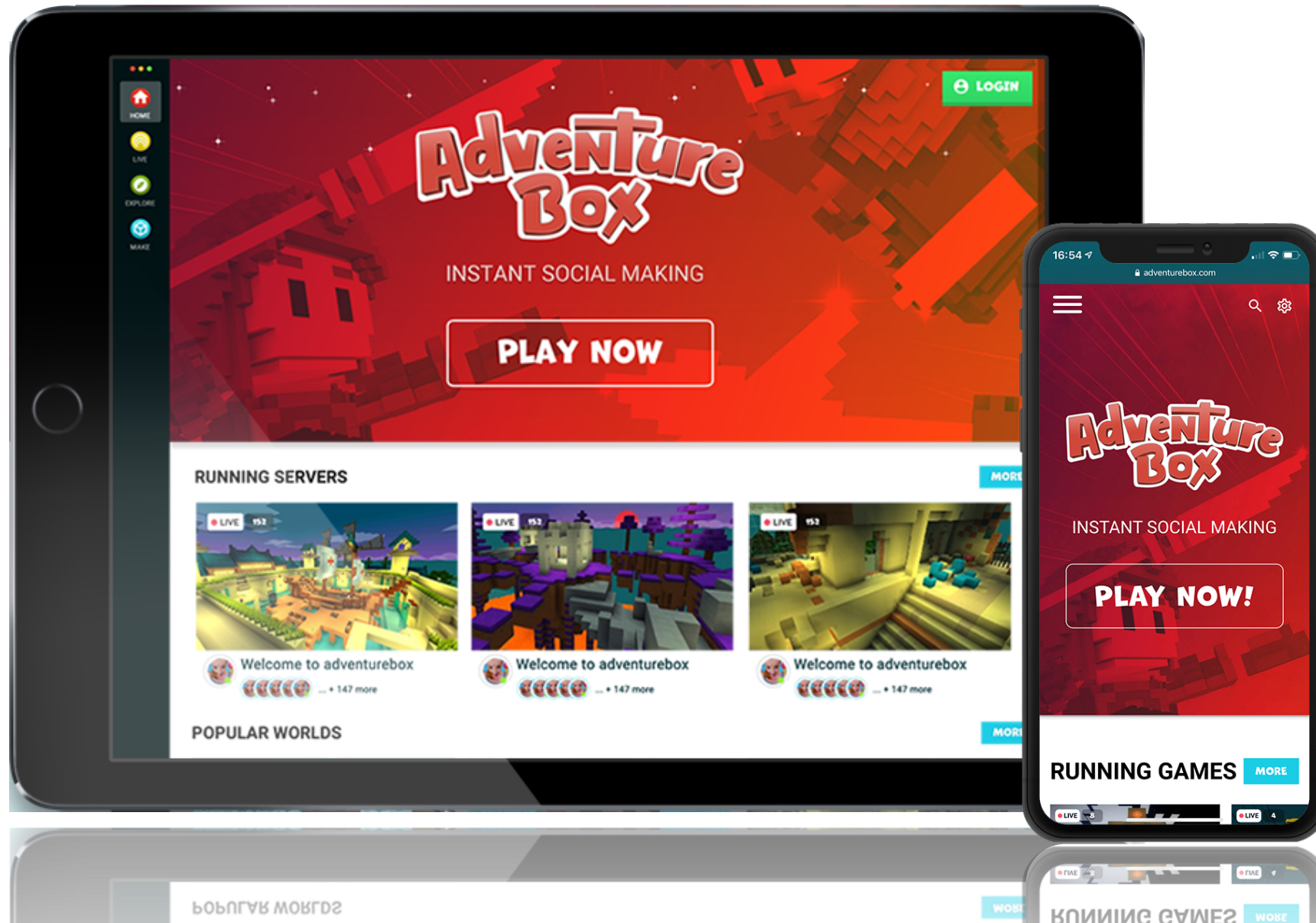
- Covers the combination of easy creation and easy sharing
- 30 times more effective streaming (sharing) gives global reach
- Enormous hosting cost savings makes a mass market solution economically viable
- Patent approved in USA. Applied for coverage also in EU, China and Japan
- CEO has experience from winning three patent cases against Google

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

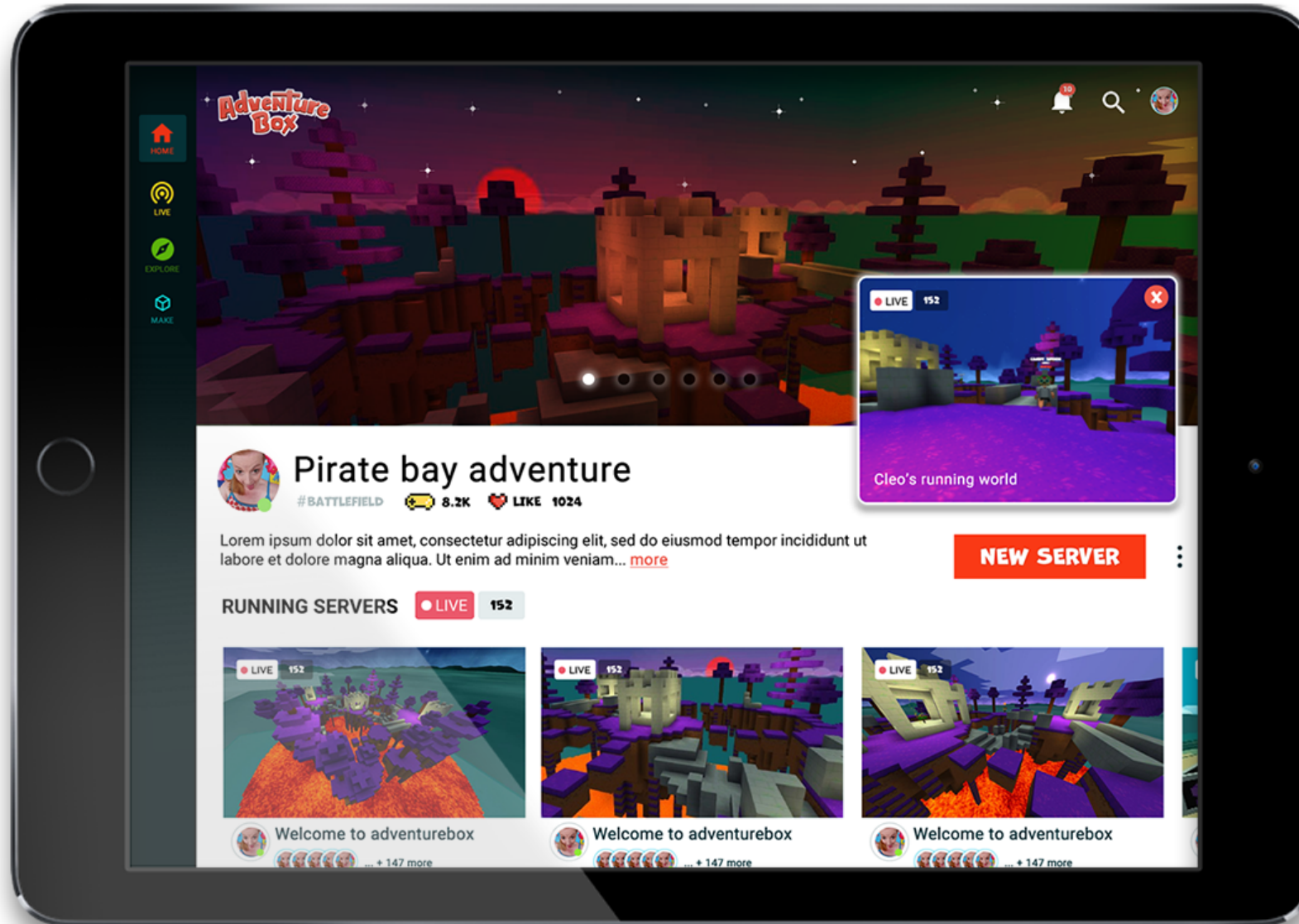


Note: \*) For full disclosure of our patent we refer to our detailed filed patent filing

# INSTANT SOCIAL MAKING



# A BETTER EXPERIENCE ON TABLETS AND MOBILE DEVICES



# MORE FOCUS ON DELIGHTERS GOING FORWARD

## DETRACTORS

- Bugs
- Stability issues
- Usability and availability  
ex. Mobile Experience



## DELIGHTERS

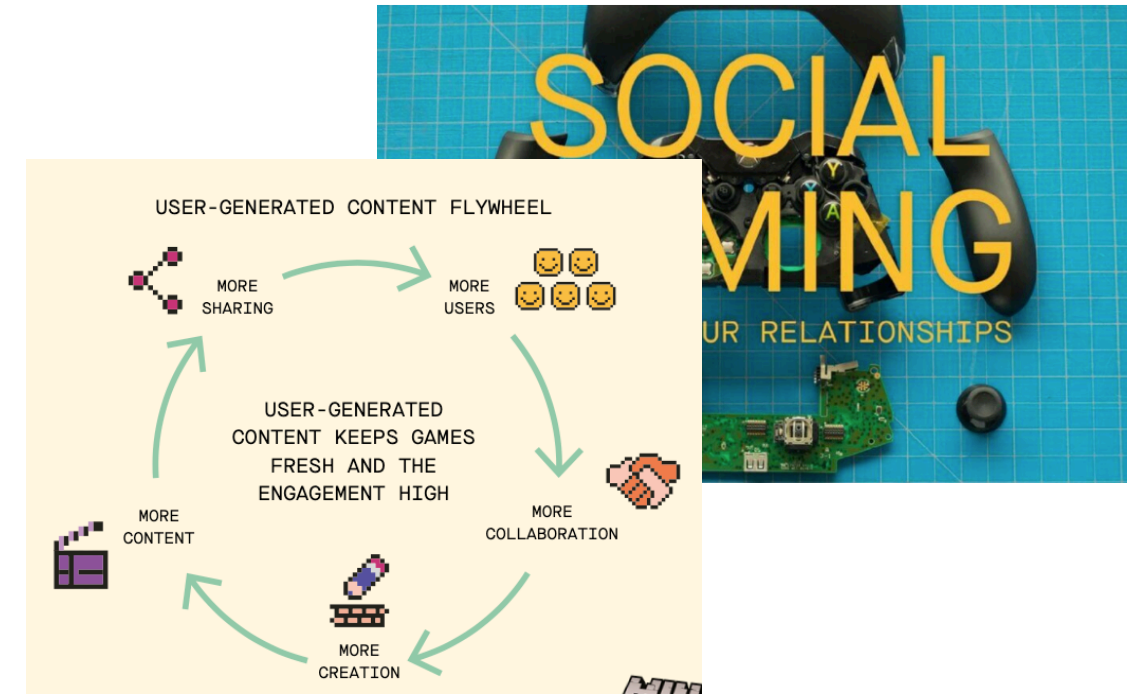
- Fast or Flow
- Fame and Fortune
- Friends  
ex. Instant Social Making





# GP BULLHOUND REPORT = ADVBOX BUZZ WORD BINGO

- **Social gaming** and **multiplayer**: Our users make, play and share together. Adding multi-making, studios and clubs...
- **In-game voice**: Will come. Today text chat, social comments, "wall" and Discord integration.
- **User-generated content** drives activation and longevity of offering: our users make games, games content, videos..
- **Casual games** and **Cloud gaming**: Streaming is cloud gaming. It allows for quick and easy access to accessible (casual) game experiences. Exploring what our meme content will be ("demo scene")? Adding video and features for more game types. "Benchmarking".
- **Merging physical and online world**: Already real-world maps in AdvBox. VR will come. Easier with streaming.
- **Cross platform**; is intrinsic with streaming. Tricky for downloaded.
- **Business model innovation/free-to-play**: Revenue share, eco system, remix, bi-directional advertising models. Will also develop online-events and subscriptions
- **Online to physical**: micro-IP factory goal
- **Mobile phones**: Existing support being expanded (making)
- **Responsibility**: Moderation of content, revenue share



[www.gpbullhound.com/insights/social-gaming/](http://www.gpbullhound.com/insights/social-gaming/)

Social, fun, creative

# ROBLOX

## OUR MOST SUCCESSFUL COMPETITOR TO DATE

### BASIC FACTS

Founded in 2006.  
Mobile launch in 2015 accelerated growth

### MONTHLY ACTIVE USERS

Grown from 1m in 2014 to 30m in 2016 to  
>150m today

### REVENUES

Revenue in Q1 2016 of USD 5m to 435m year  
2019. May 2020 103m. 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 USD 250m 2020

# ROBLOX

### AVERAGE CLIENT SPEND

Average client spend on the platform has  
moved from USD 2.6 p.a in 2016 to more than  
USD 4.8 p.a in 2019

### VISITOR CONVERSION

**Around 800m visitors per month. Of which  
only 150m download.** New users have to  
create an account, download and install. They  
miss more than 4/5 of potential users

### GAME CREATION

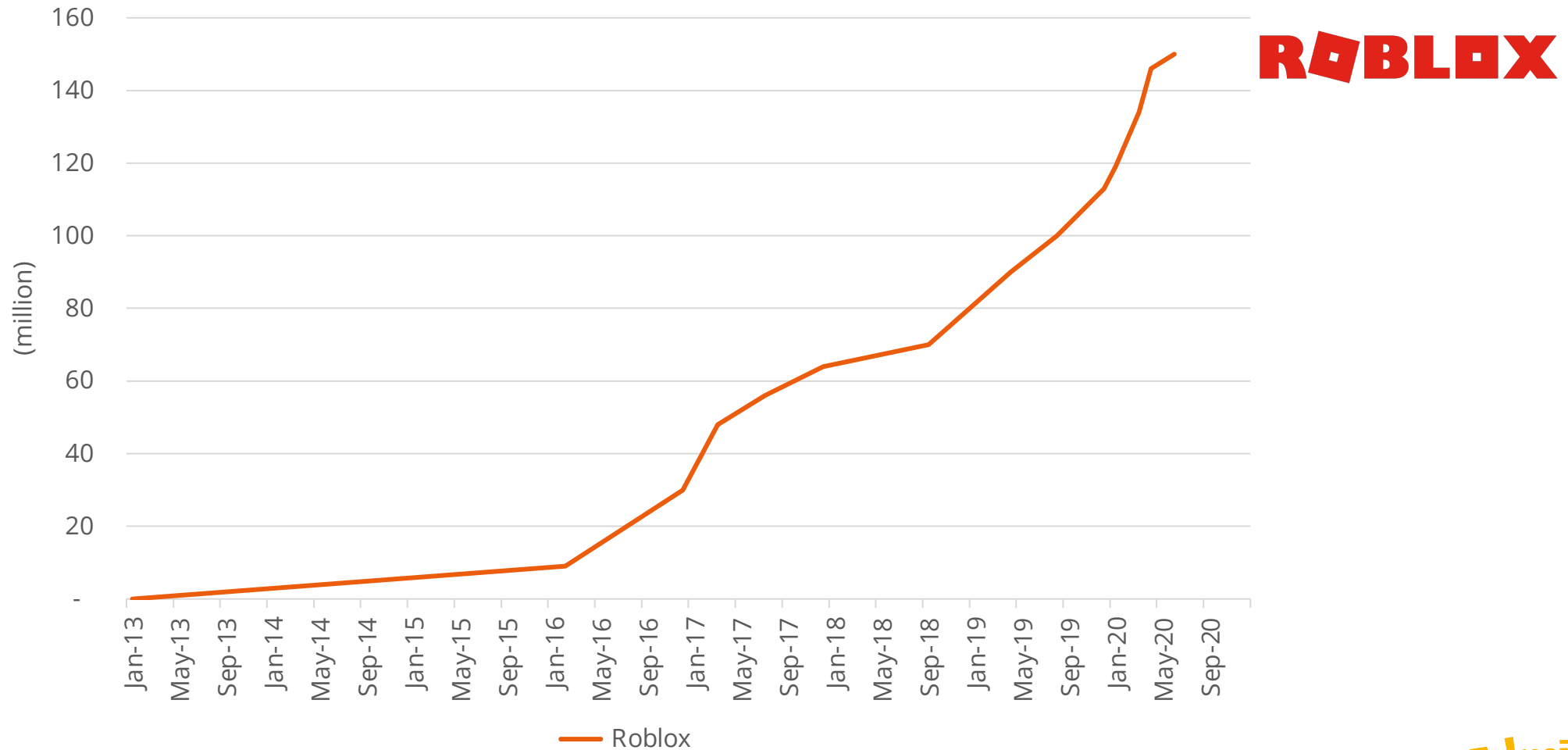
Only one in fourteen create games. Requires  
scripting knowledge of script (not a graphical  
interface). 4m Roblox creators today

### VALUATION

Recently raised USD 520M in a round that  
valued the company at **USD 29.5bn**



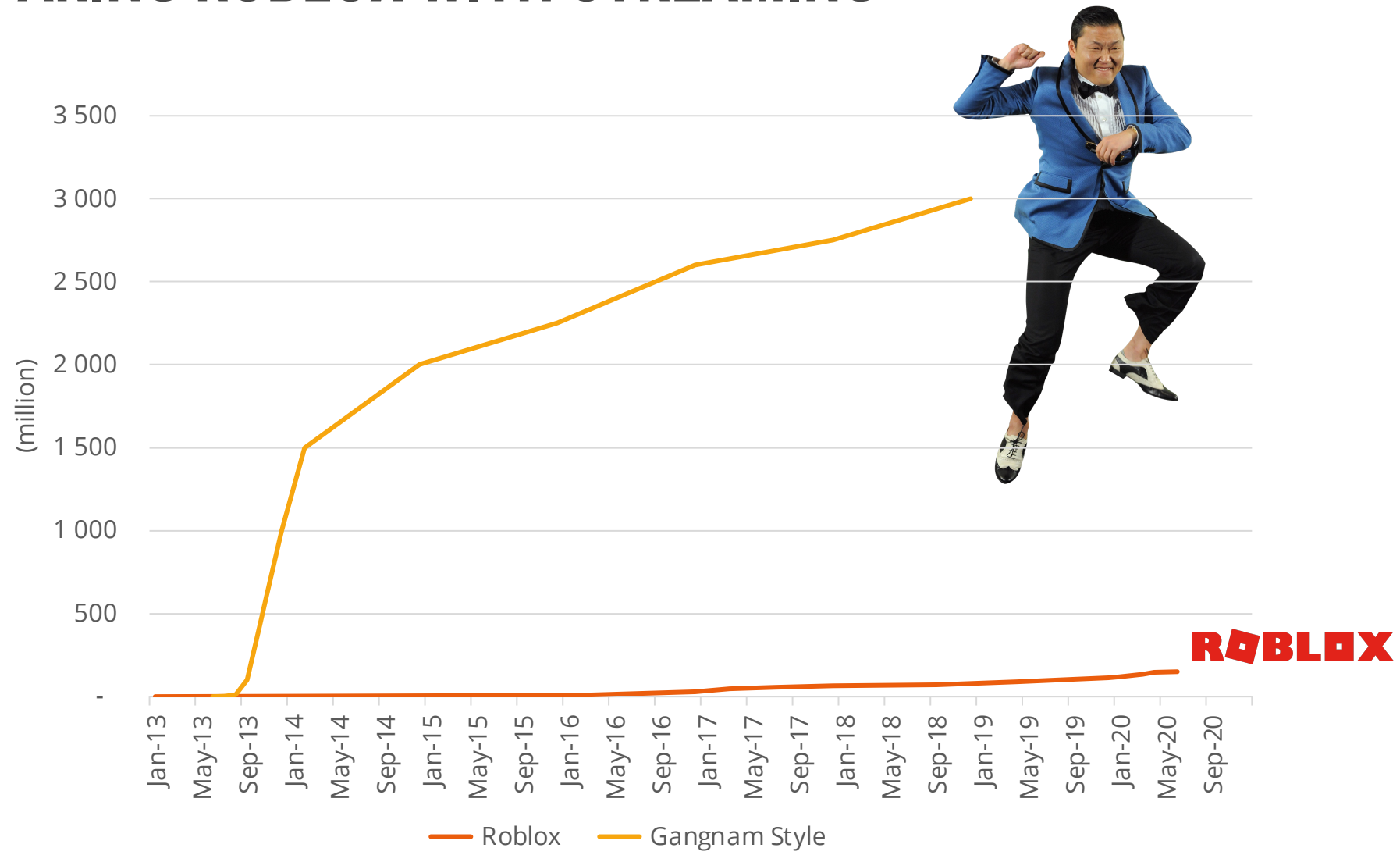
# ROBLOX S CURVE GROWTH TOWARDS EARLY ADOPTER CUT OFF\*



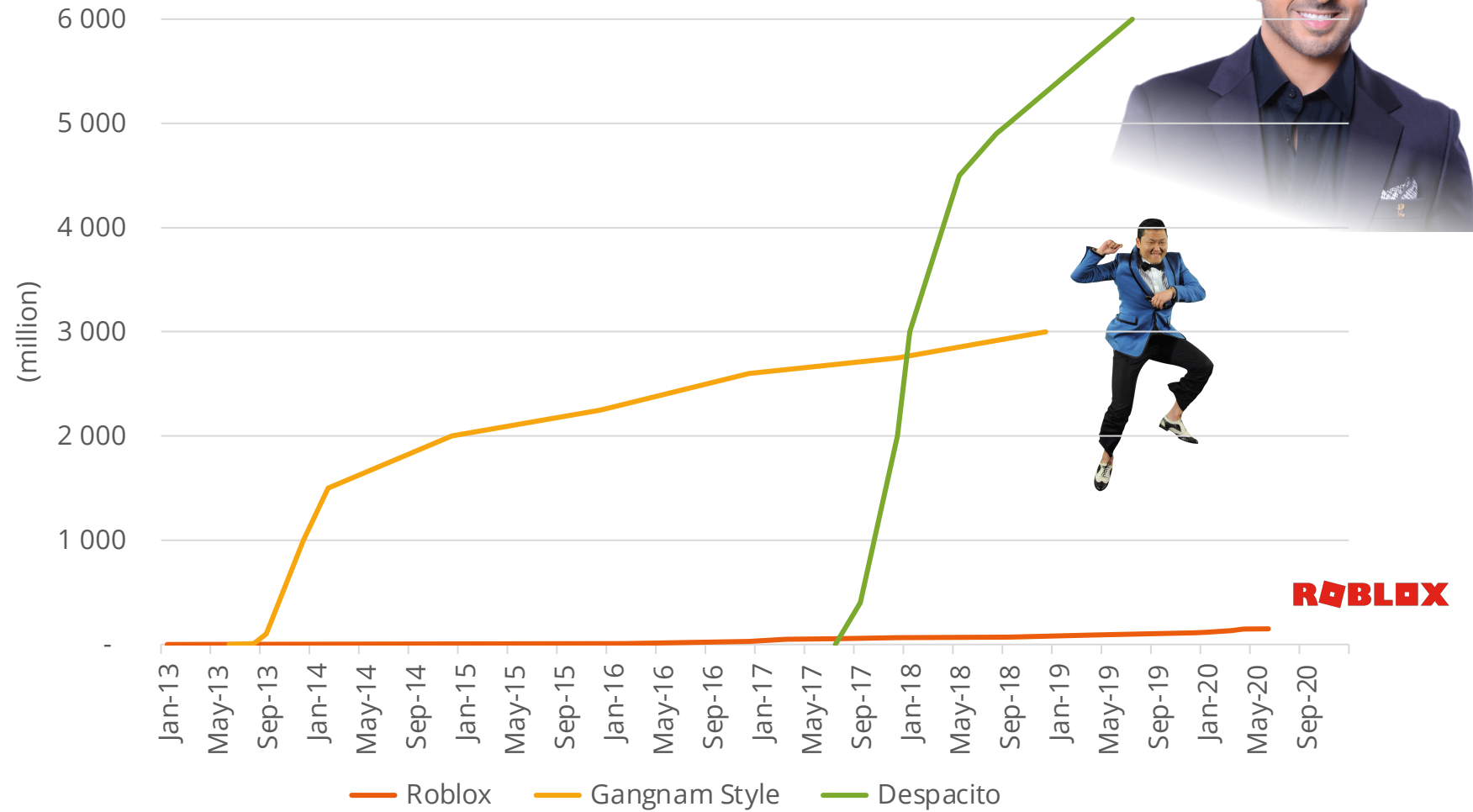
4.5B Internet users, 50% play games, 13.5% download and install-early adopts result in 304M early adopters.  
(Note Streamed YouTube have over 2B MAU)



# COMPARING ROBLOX WITH STREAMING

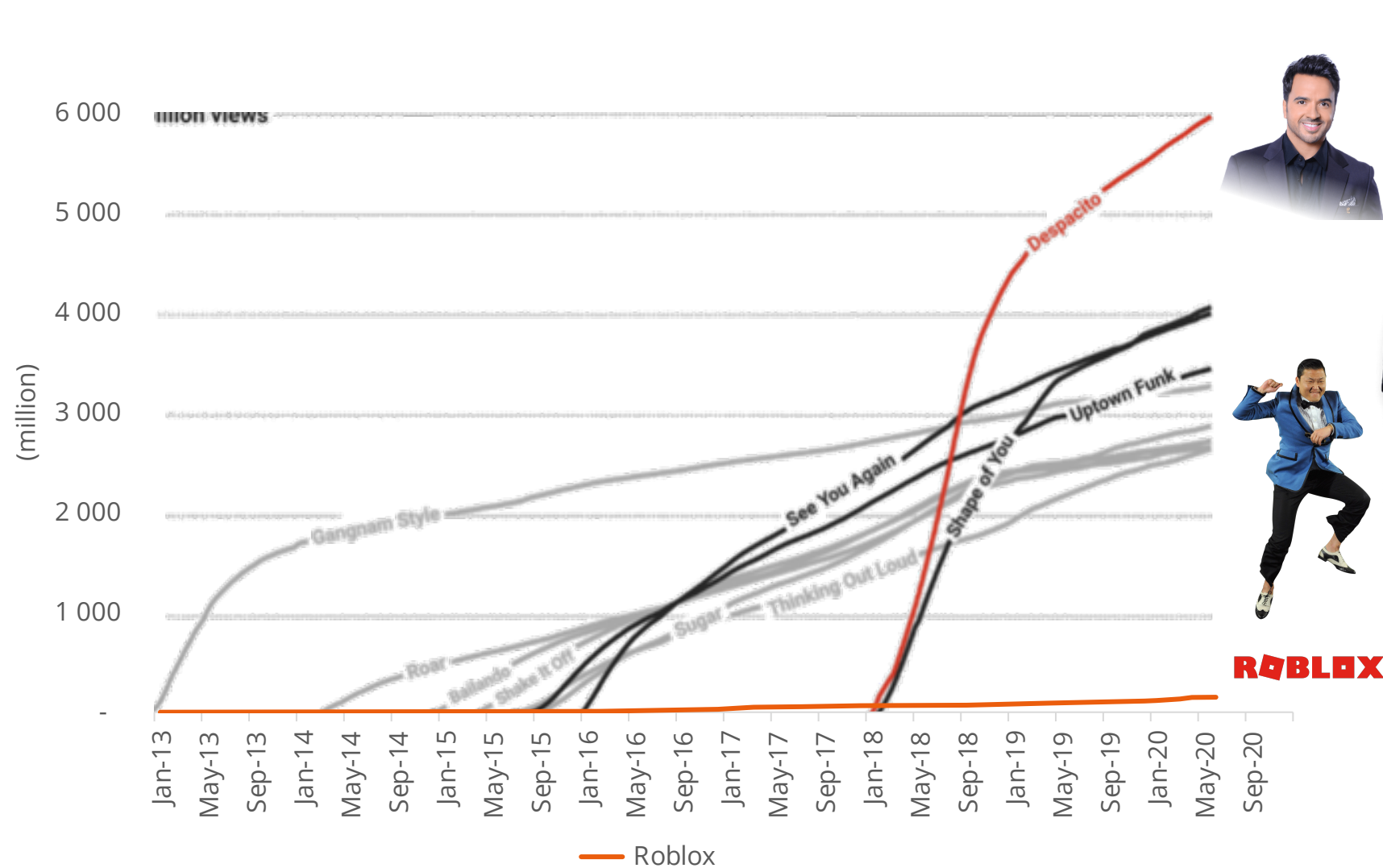


# COMPARING ROBLOX WITH STREAMING



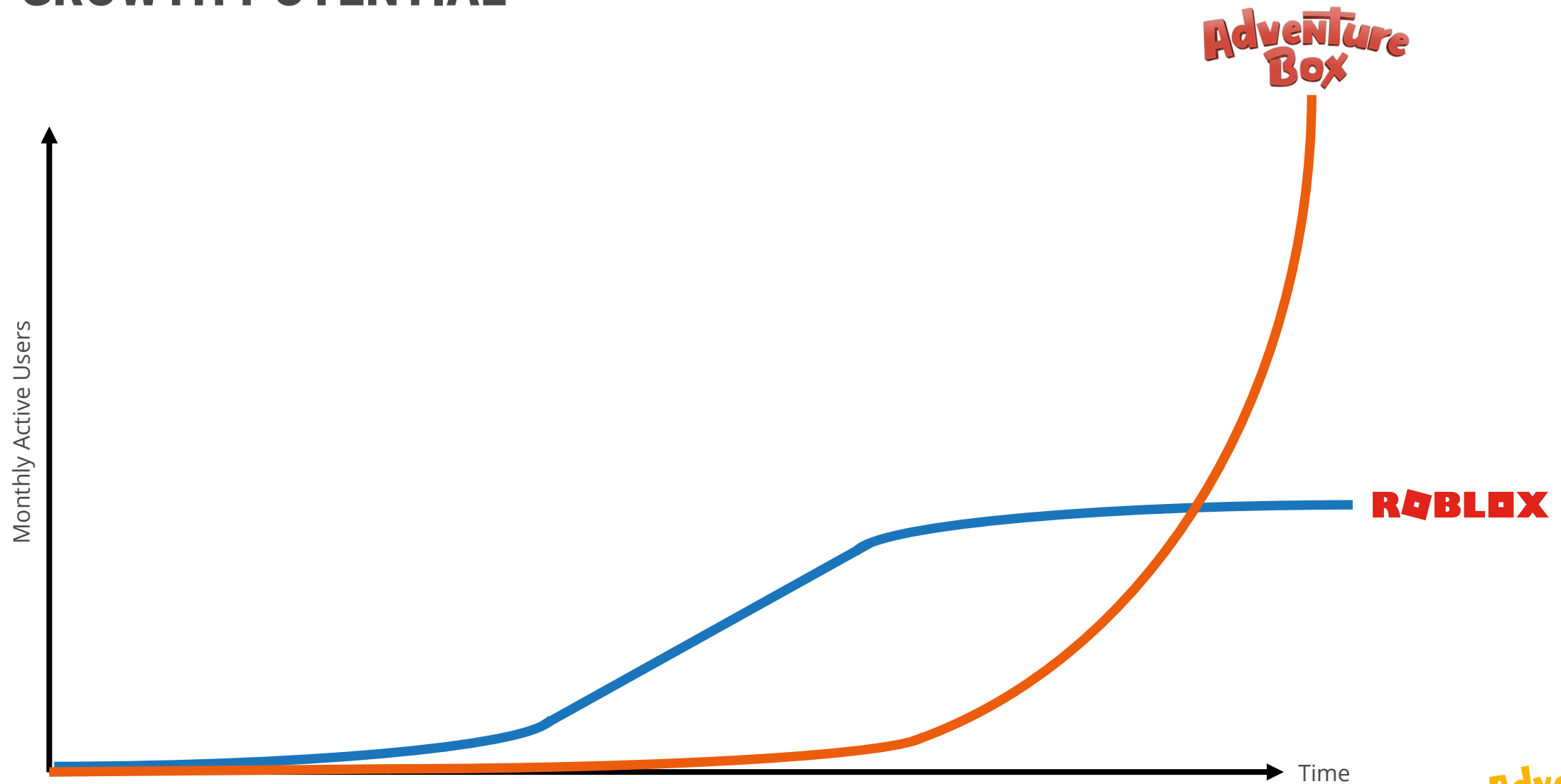


# COMPARING ROBLOX WITH STREAMING



ROBLOX

# GROWTH POTENTIAL



4.5B Internet users, 50% play games, 13.5% download and install-early adopts result in 304M early adopters.  
(Note Streamed YouTube have over 2B MAU)

# SUPER USERS ARE IMPORTANT FOR VIRAL SPREAD

## CREATORS

- Most active published 232 games.

## GAMERS

- No 1 defeated over 4,500 other players.

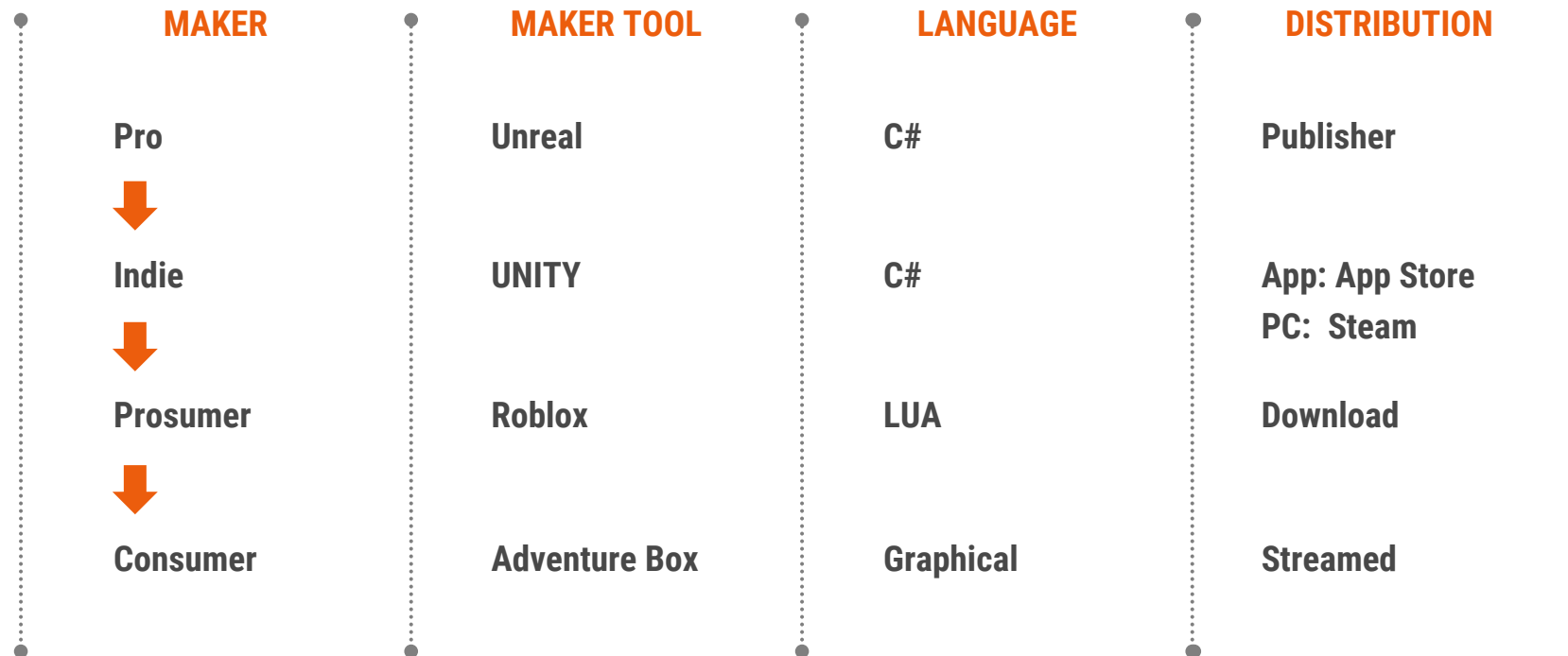
## SOCIALIZERS

- 272 super socializers comment, post and chat much more than others.

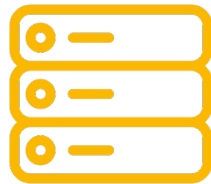
We will engage influencers to accelerate viral spread when we pass the Viral Tipping Point



# DEMOCRATIZATION OF GAME MAKING AND DISTRIBUTION



# INVESTOR AWARENESS



## TECHNOLOGY

Easy Make & Share

>30 lower BW

Global reach

<< server load

Patent protected



## METRICS

CAC

Returning

Sharing (k-factor)

Word of mouth



## USERS

$MAU = budget * CAC$

+ returning

+ invited

+ organic



## MONETIZATION

$ARPU = f(E)$

$E = DAU / MAU$



# NET ASSET VALUE VS MARKET CAP

<u>MSEK</u>	<u>2020</u>
Capitalized development expenses	27.6
Accounts receivables	1.0
Cash and bank	57.5
<b>Total assets</b>	<b>86.2</b>
DEBTS (total provisions and liabilities)	9.1
NET ASSET VALUE DEC 31, 2021	77.1
Market Cap 2021-02-26	104.0
Market Cap minus Net Asset Value	26.9



# ORGANIZATION

1. CEO Christopher Kingdon
2. **CFO Sofia Nilsson** **NEW 1**
3. CMO Rickard Riblom
4. **Sr Community Manager Klas Holmlund** **NEW 2**
5. Community Manager Emmy Strutzenblad
6. Marketing Manager Jonas Nordström
7. Marketing Manager Benjamin Kingdon
8. **Creative Director Michal Bendtsen (DENMARK)** **NEW 3**
9. Product Manager Dmitrii Sapelkin
10. UX Pranoy Mathew
11. **UX** **HIRING**
12. CTO Cleo Hayes McCoy (Dev Client/Server/3D) (FRANCE)
13. CPO Dan Greening (Dev Server)
14. Sr Dev Client Emanuel Scicluna (MALTA)
15. **Dev Client Yuanping Lyo** **NEW 4**
16. **Dev Client Vanessa Depratute (FRANCE)** **NEW 5**
17. Dev Client&3D Niklas Blomkvist
18. **Dev 3D Tom Axblad** **NEW 6**
19. Dev Server Pepe Mazuelos (SPAIN)
20. Dev Server Krishna Murthy Santhanam
21. **Sr Dev Server Michael Thorzén (SPAIN)** **NEW 7**
22. **Dev Server Koundinya Goparaju** **NEW 8**

## From 13 to 22 full-time

- 8 new hires
- 1 being hired

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- 2 leadership
- 5 marketing
- 4 design
- 11 development

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- 16 Sweden
- 2 France
- 2 Spain
- 1 Denmark
- 1 Malta

Part times in Sweden (economy consultants, chartered accountants, lawyers), France and India (developers) and freelancers making advanced new worlds/games primarily in the Philippines, Ukraine (4), United Kingdom and Colombia

# SUMMARY

- Consumer created games is a huge market position
- Our patent protected technology is required for a viable mass market solution
- We have cash and a strong team
- We are on a path towards viral success. The Instant Social Maker and the improved Mobile Experience will push us over the Viral Tipping Point
- We are currently valued just above our net asset value!
- At which investment awareness step do you make your investment decision?





- TECHNOLOGY -

**CONTACT**

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