

**Adventure
Box**

- 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

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

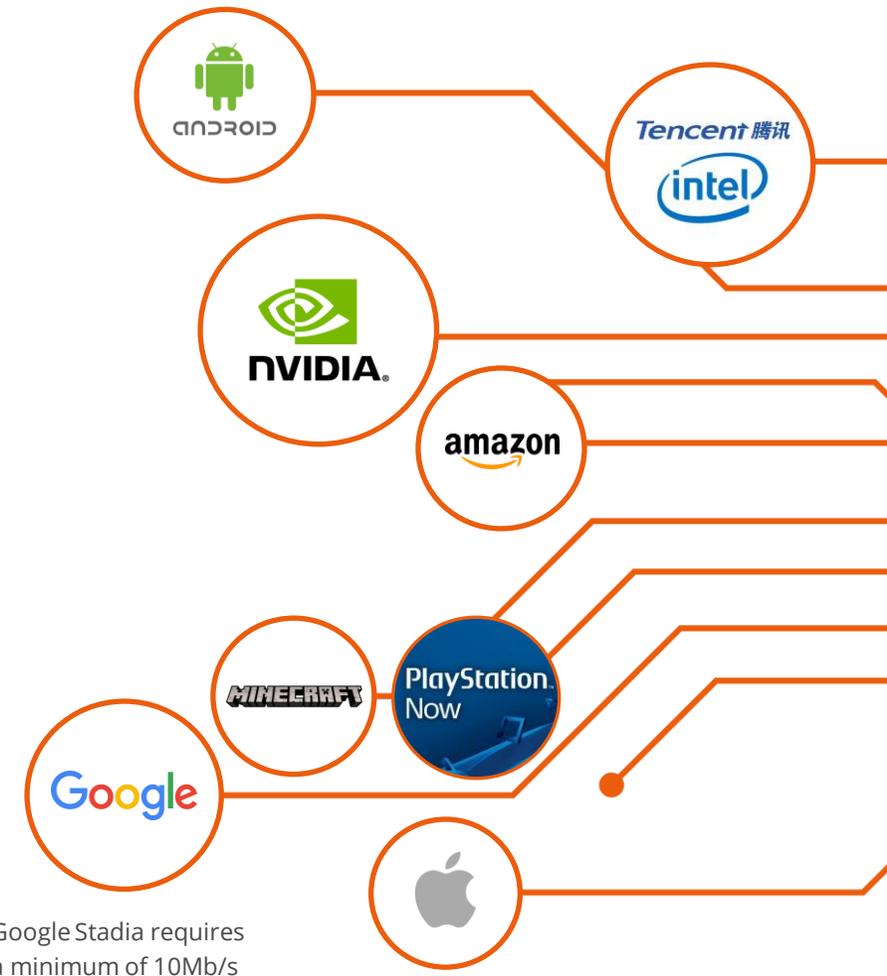
EASY TO SHARE WITH STREAMING

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



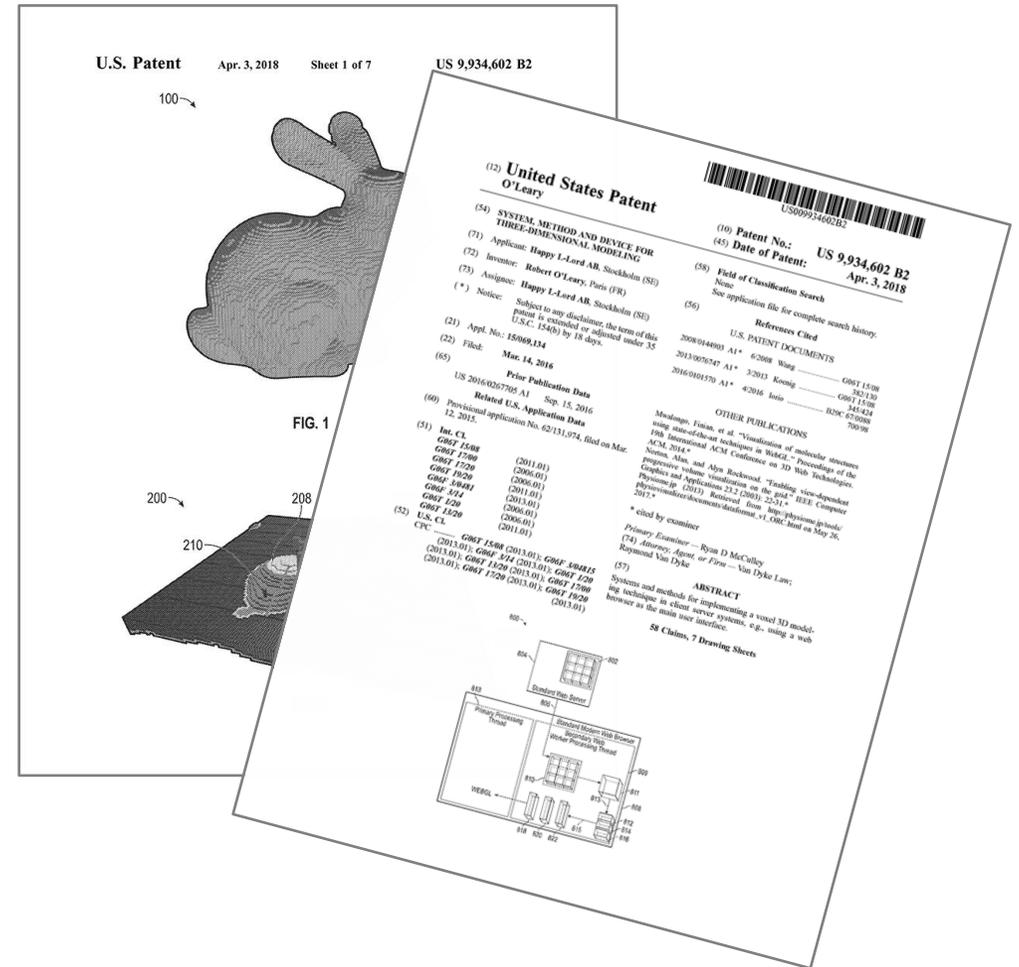
PATENT

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.*



SOCIAL MEDIA PLATFORMS HAVE GREATER Growth Trajectory for 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.

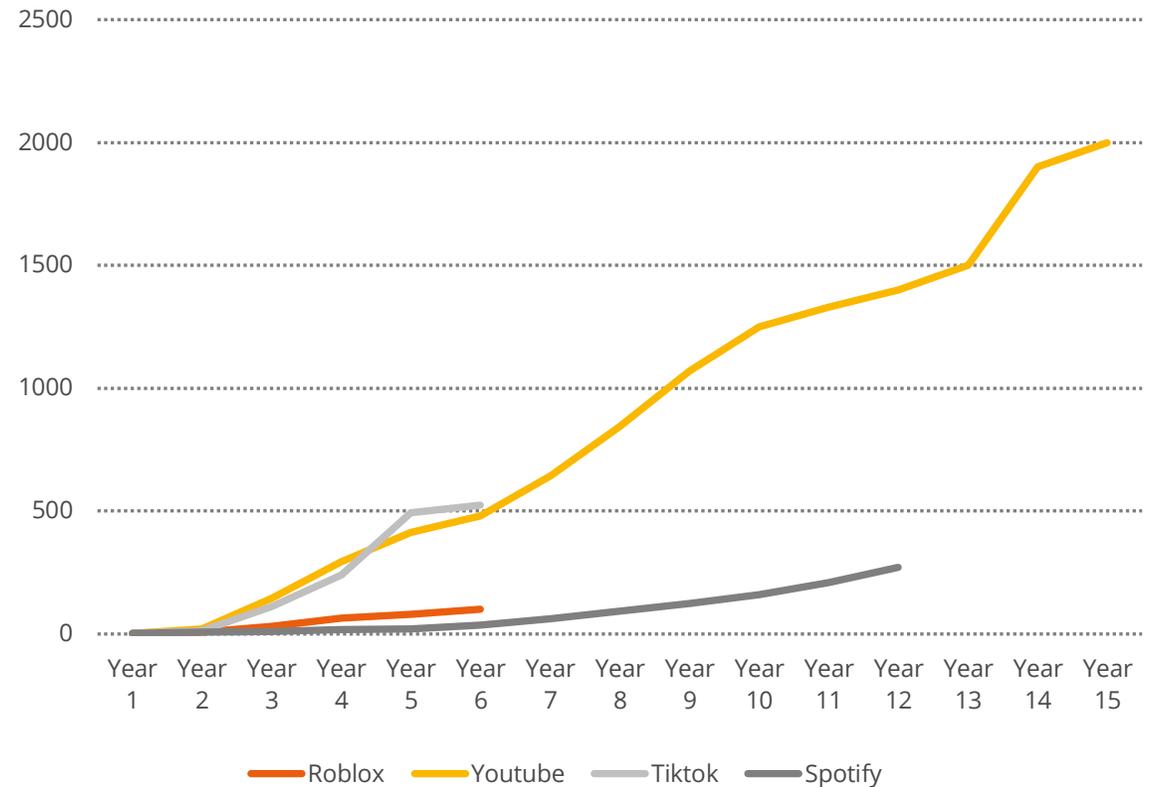
● ROBLOX

Roblox has now reached over 100 mn montly active users.

● SPOTIFY

Spotify is at over 270 mn monthly active users.

NUMBER OF MONTHLY 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. Combing 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

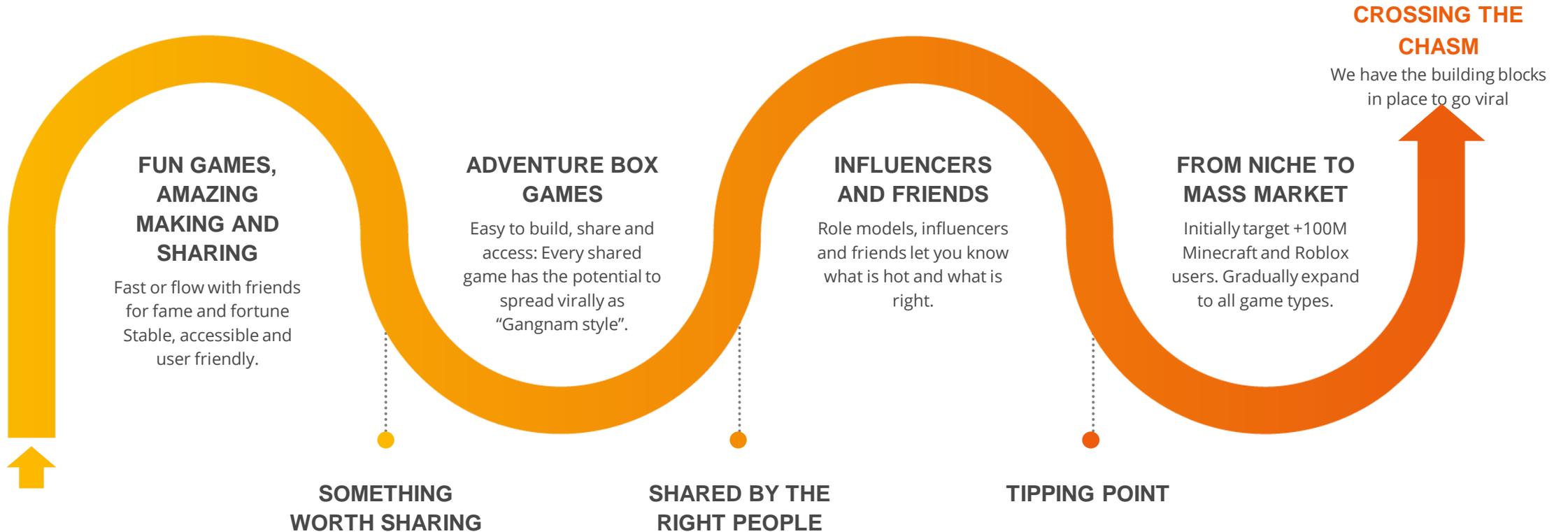
Recently raised 150 mn USD in a round that valued the company at 4 bn USD.

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VIRALITY

The Tipping Point – Malcolm Gladwell



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)

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



Ambrew
283k



Karangutan
22k



BiffleWiffle
216k



GoldActual
34k



Sigils
304k



Nicovald
321k



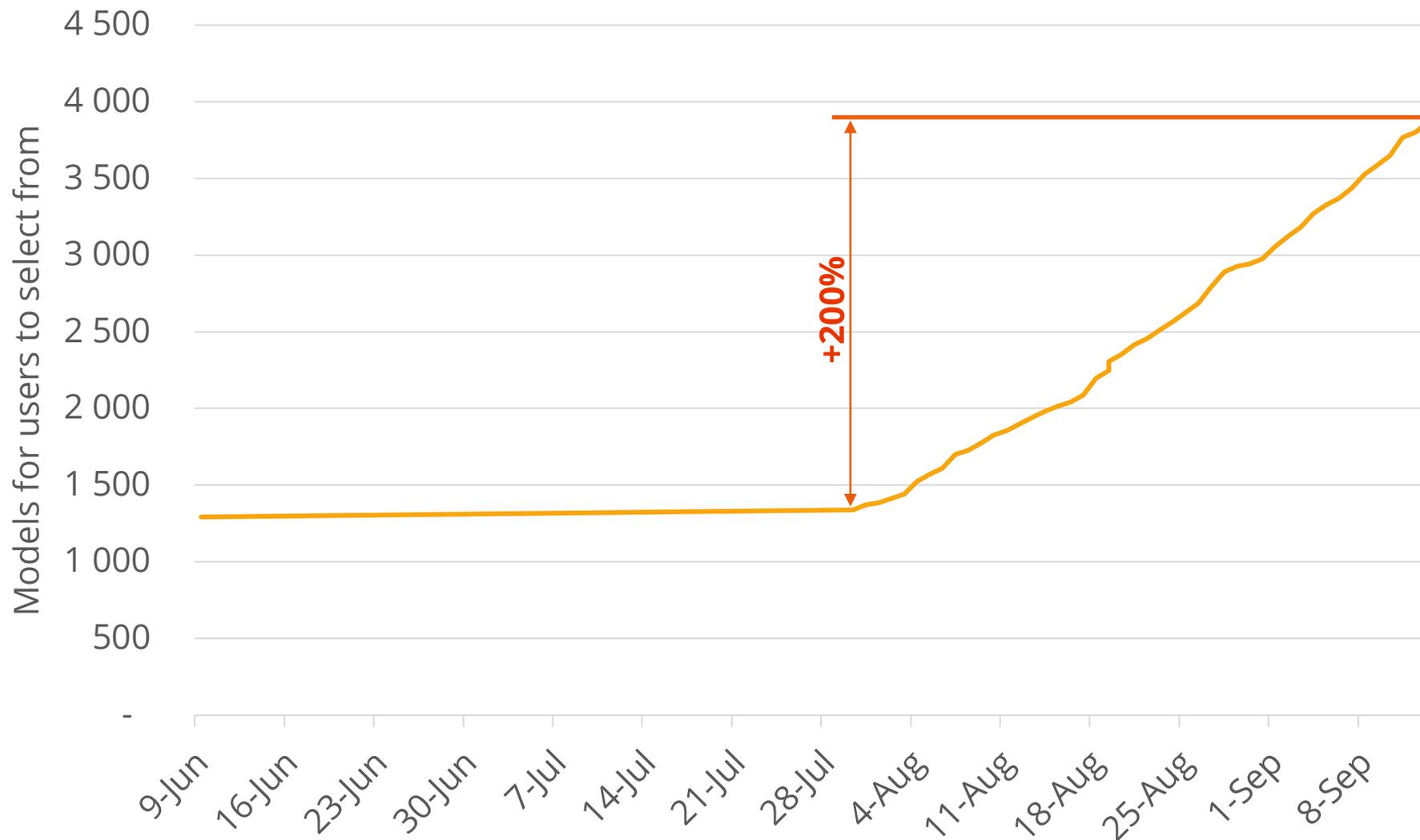
Henwy
103k



Stampy Cat
9.3M

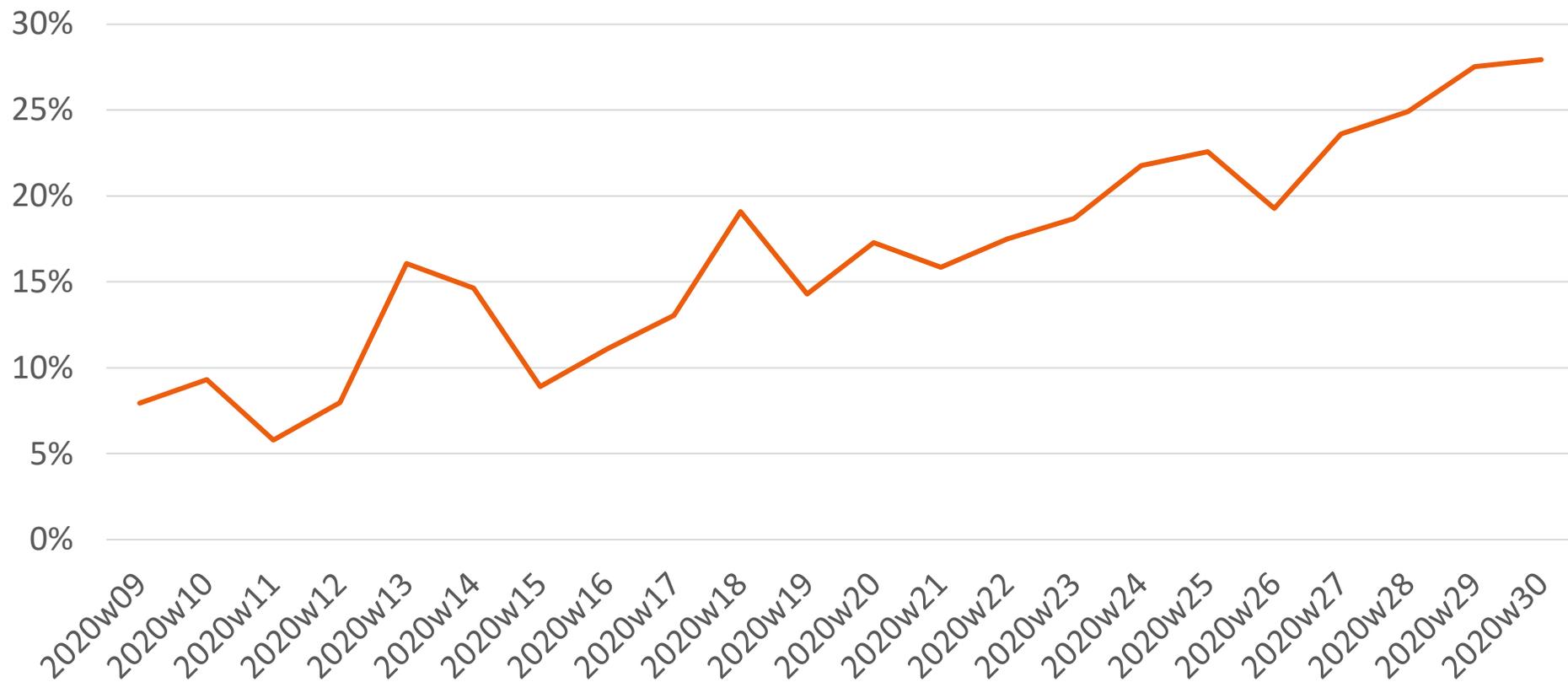
USER CREATED GAME COMPONENTS

KPI - Core Growth Drivers
Key Pillars to Virality



PUBLISHED / CREATED GAMES

KPI - Core Growth Drivers
Key Pillars to Virality



CREATED GAMES / GAME CREATOR

KPI - Core Growth Drivers
Key Pillars to Virality



BUSINESS MODEL

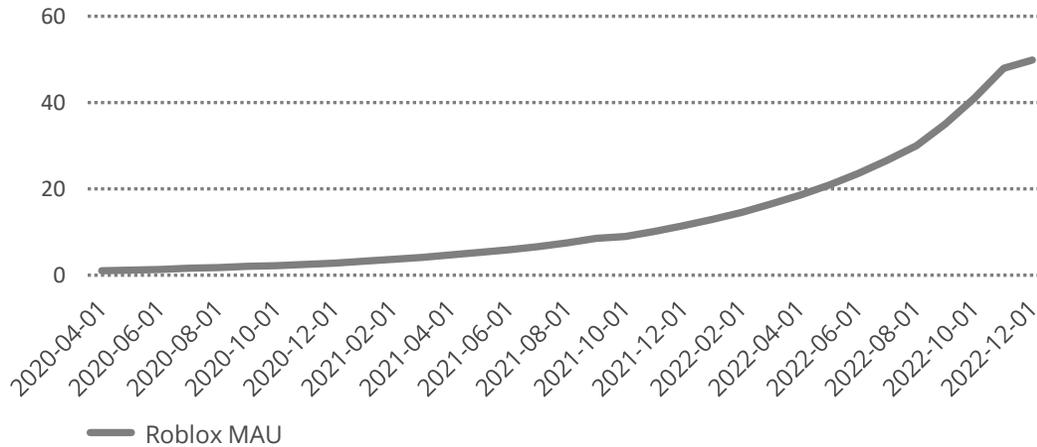
Proven Business Model



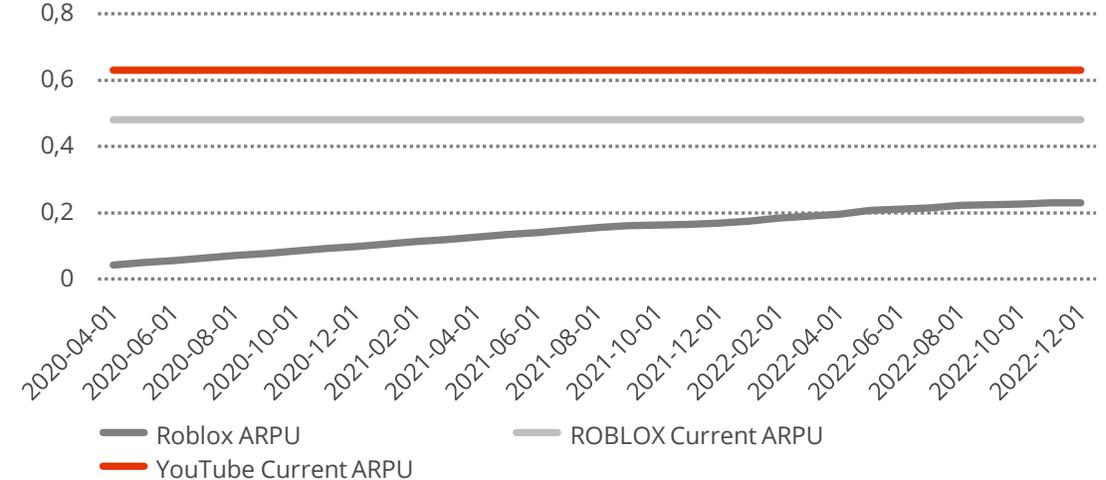
ADVENTURE BOX BENCHMARKING

Projected MAU and ARPU

MAU BENCHMARKING VS ROBLOX



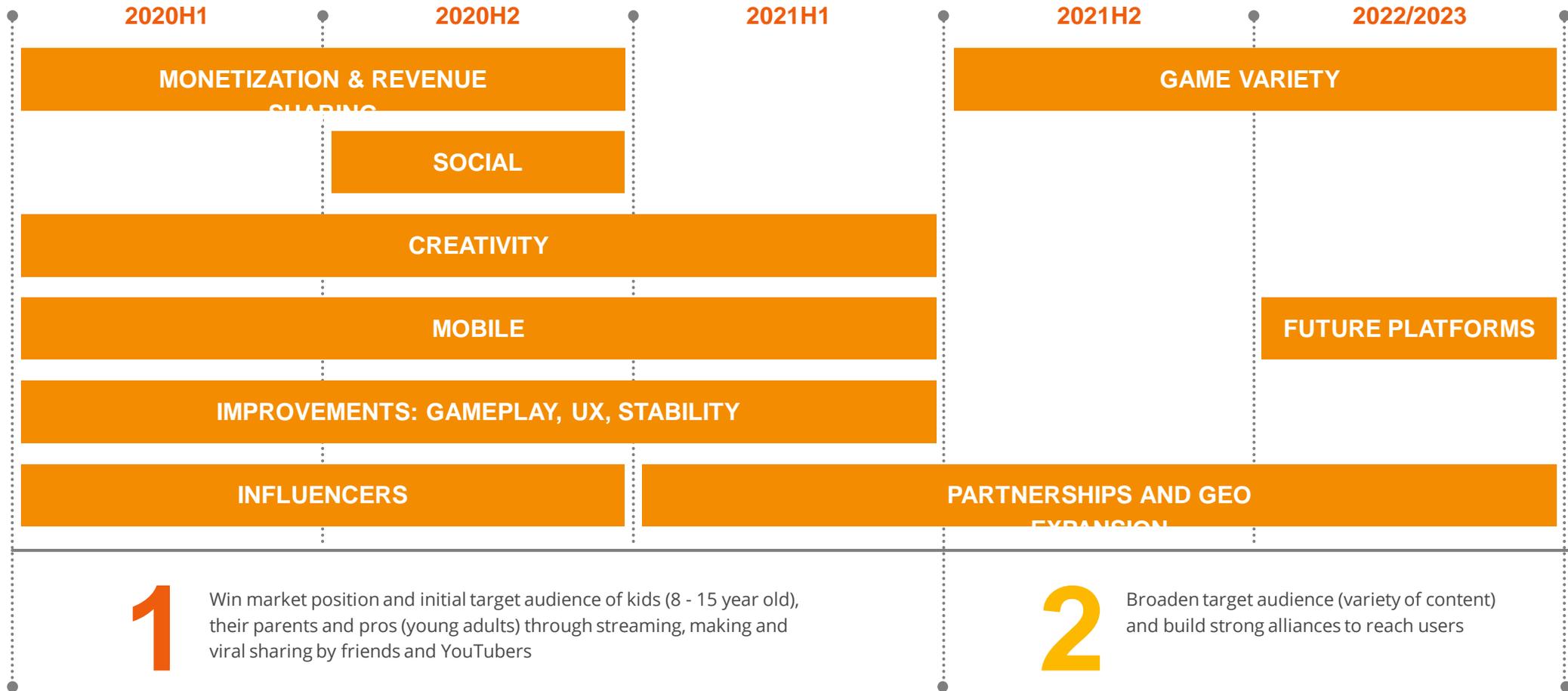
ARPU BENCHMARKING FORECAST



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 her 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 Energy AS and Tradedoubler



Board Member/Co-Founder/CEO

CHRISTOPER 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 EKLÖV

Education: Lawyer, University of Stockholm

Background: Chairman Bublär 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).

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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

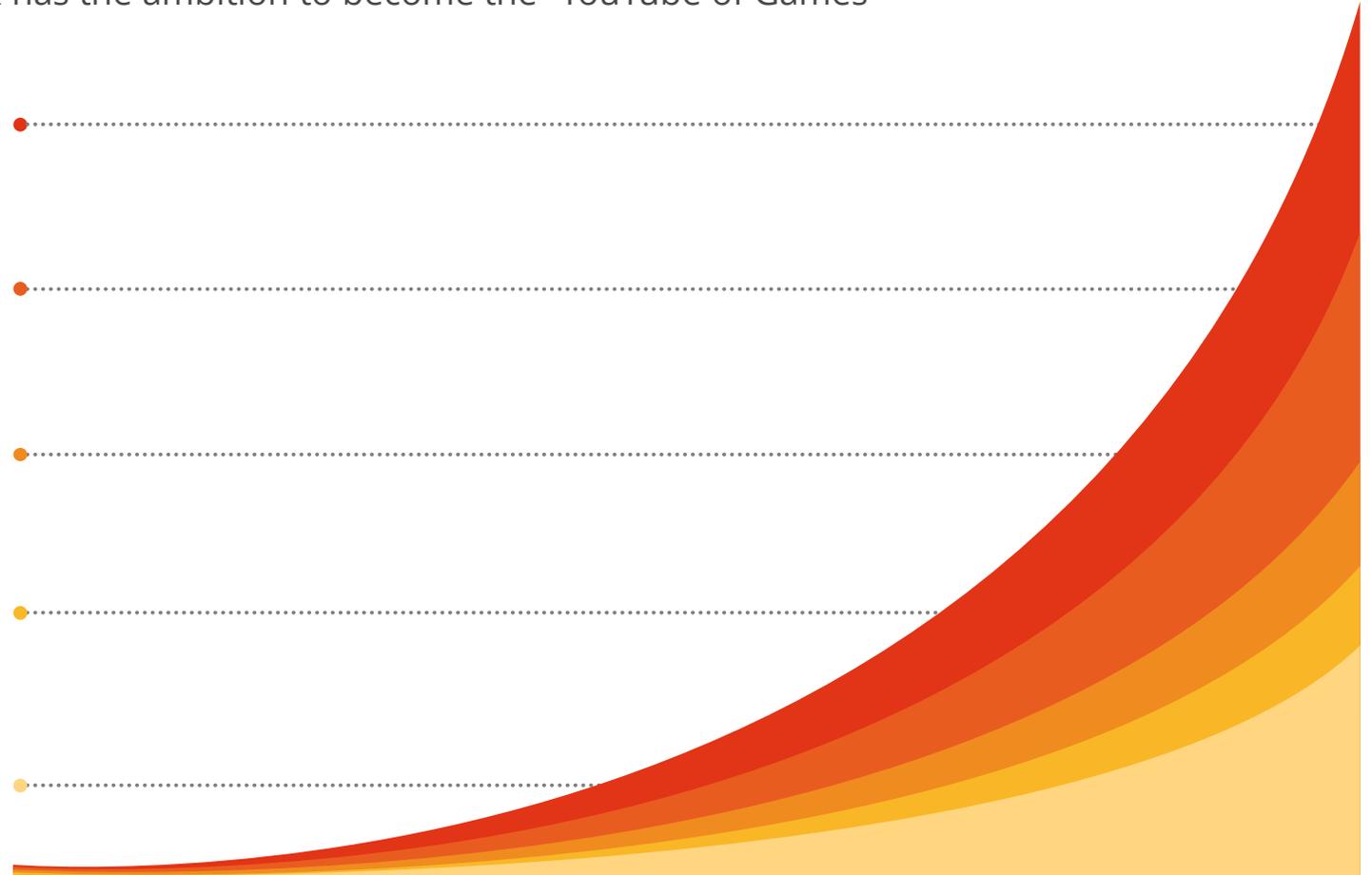
The main focus of our users is to create new content and games. All of these have the potential to become viral successes.

USER TYPES WITH GOOD KPIS

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

COST-EFFICIENT CUSTOMER ACQUISITION

With the help from extensive insight data, we know how to acquire new users in a cost-efficient way, at very low cost.



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CONTACT

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