OUR BUSINESS

We make it easy and fun to

make, share and play 3D games online

ADVENTURE BOX

DURING THIS SHORT PRESENTATION YOU WILL LEARN

- How over 35 000 registered users created over 13 000 games and proved our explosively scalable business model

- How we leverage the +70M strong Minecraft user community and youtube influencers with 4.3B views/month, for fast growth

- How we create a real cash ecosystem with game makers, in-game content designers and players

- About our dedicated professional team,

- and our dedicated long term professional owners

- About our granted patent, which gives us a unique blocking position in the ongoing computer game industry conversion to online streaming

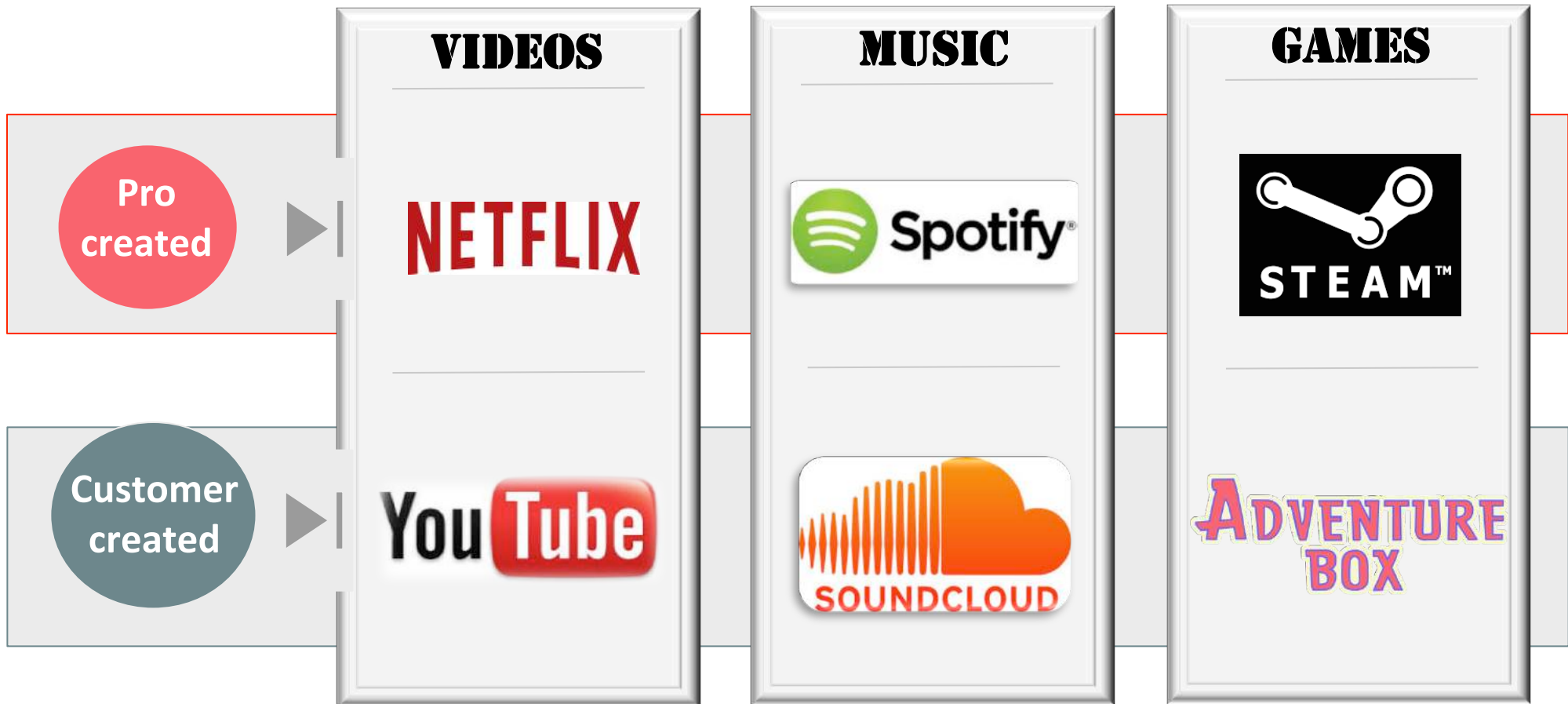ADVENTURE BOX

OUR PLAYERS' PLAYGROUND IS ONLINE

Over 35 000 consumers created over 13 000 games!

- 8-15 years old

- 54% boys and 46% girls

- Live in Europe or North America

- Speak, read and write English

- Play Minecraft "mods" made by others who can program and who have their own servers

- Watch Minecraft "youtubers"

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Play games made by friends, not by companies!

CONTENT SHARING PLATFORMS

Consumer game sharing requires
an online consumer game engine!

GAMES ARE BIGGER THAN MOVIES

VIDEOS

- $4-9B revenue
- 1.3B users
- 5B views
- $38B box office

YouTube

GAMES

- $114B revenue
- 1.9B users
- 6.3h/week per US 13 year old

ADVENTURE BOX

Customer created ▶

ADVENTURE BOX

Consumer game sharing is a huge market opportunity.
Games are 3 times bigger than movies!

PATENT PROTECTED ENABLER
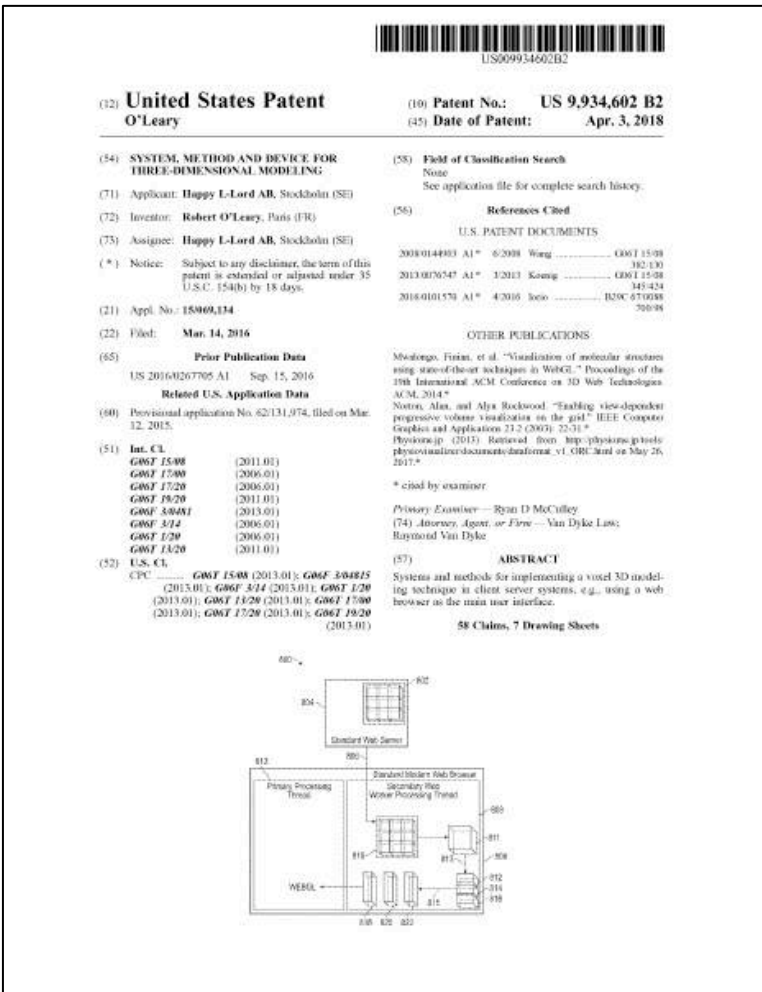
Our patent covers:

Adventure Box 3D engine	Adventure Box Game Maker Tool	Adventure Box Game Sharing Platform
Patent covers bandwidth and processor capacity effective online voxel 3D solutions *The future of service distribution combined with the future of 3D modeling!*	**Easy to add game logic with our fully graphical interface** **Easy to create complex 3D models with our "virtual Lego" 3D technology** **Volumes with properties, not just looks (true 3D)**	**Streaming is 2.5-5 times more effective for customer acquisition and sharing than download.**

First tech licensing deal August 2017

Online "Lego" patented in USA, EU, China and Japan!

TREND: GAMING FINALLY GOING ONLINE

Music, video, gambling,.. have been online for a long time but, for performance reasons, not games and mobile apps. Now traditional "3D" games and mobile apps are finally coming online:

- Android and iOS/iPhone now support Progressive Web apps
- Playstation and NVDIDIA offer game streaming services
- Google is building the game streaming service Yeti
- XBOX rumored to start streaming service (Minecraft belongs to Microsoft XBOX)

Online 3D Voxels require licensing our patent

MOBILES SUPPORTED
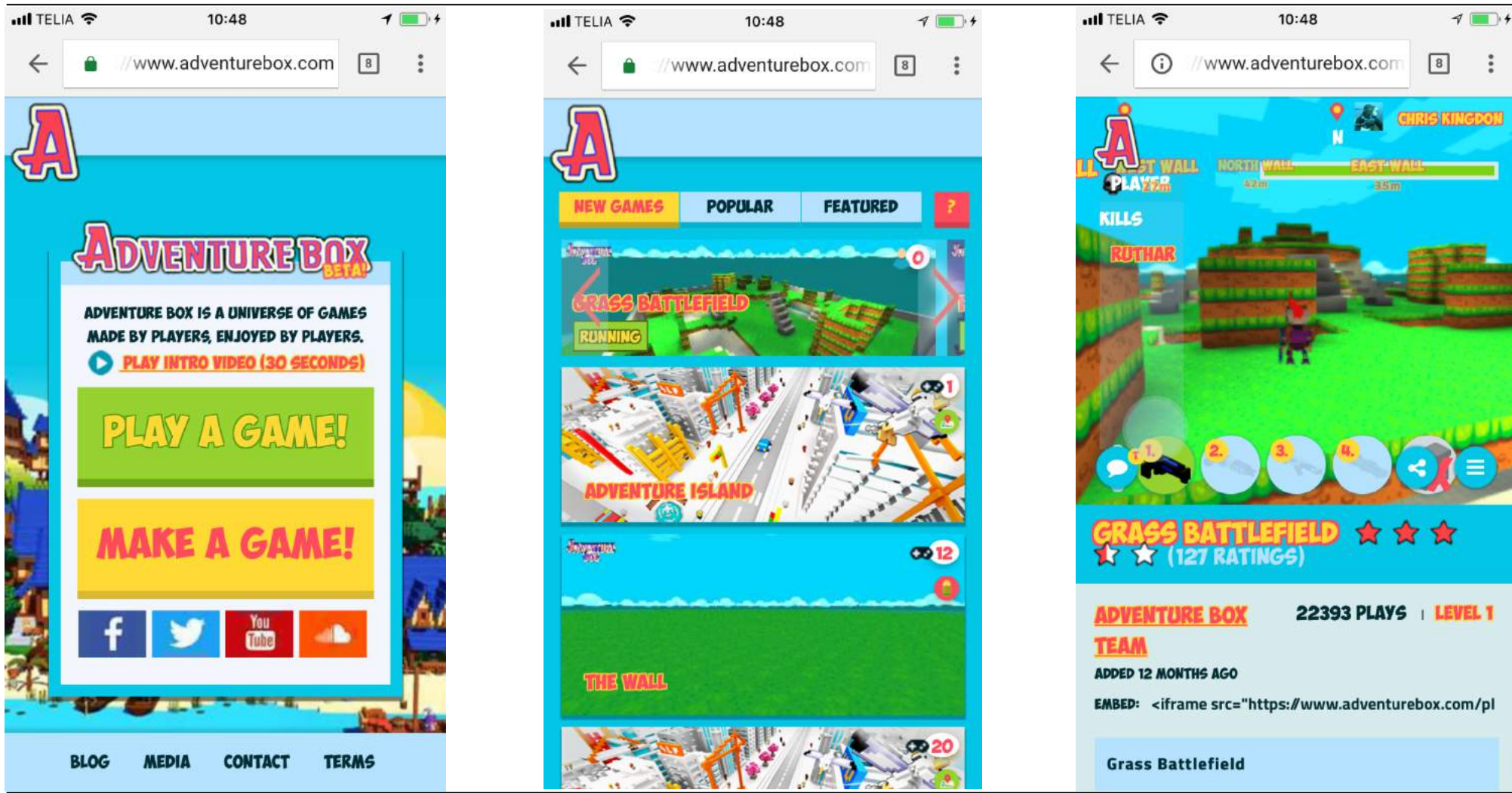
Mobile Phone Progressive Web App Alpha available

COMPETITIVE ADVANTAGES
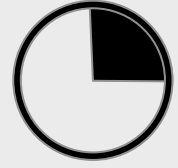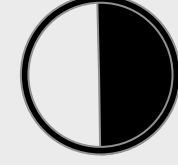
	ADVENTURE BOX	RPG MAKER	R	KOGAMA BUILDING
Easy to create	1/4	1/14		
Easy to share				
Free to start				
Reads Minecraft files				
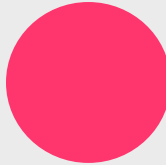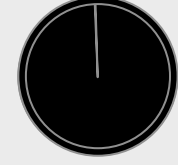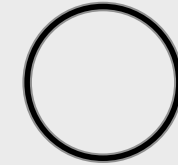
The only fully online consumer game engine

AN OPTIMIZED BUSINESS ENGINE

Get   **Keep**   **Grow**

Drive visits to web site

Convert visitors to Customers

Have Customers refer you to their friends

Sell more to Customers

Acquire — Activate

Outreach Programs   Product Updates

"**Keep** Customers"

Up-Sell — Next-Sell — Cross-Sell — Referrals

Contests, events

Blogs, RSS, e-mails   Loyalty Programs

Viral Loop

Viral Loop

Keep Customers

Measure all Key Performance Indicators and optimize continuously

OUR GROWTH HACK

Social, Forums,.. YouTubers & Web Game Distributors drive visitors to our web site

Minecraft Youtubers get 4.3B views per months. By importing their Minecraft maps to Adventure Box and turning them into online games they can now, with a simple web-link in their videos, invite their fans to, for the first time, play with their idol's character, in their idol's world. Influencer customer acquisition cost is below $1**!**

Minecraft youtubers are viewed 4.3B times per month!

SOFT LAUNCH TRAFFIC INCREASE (USERS PER DAY)
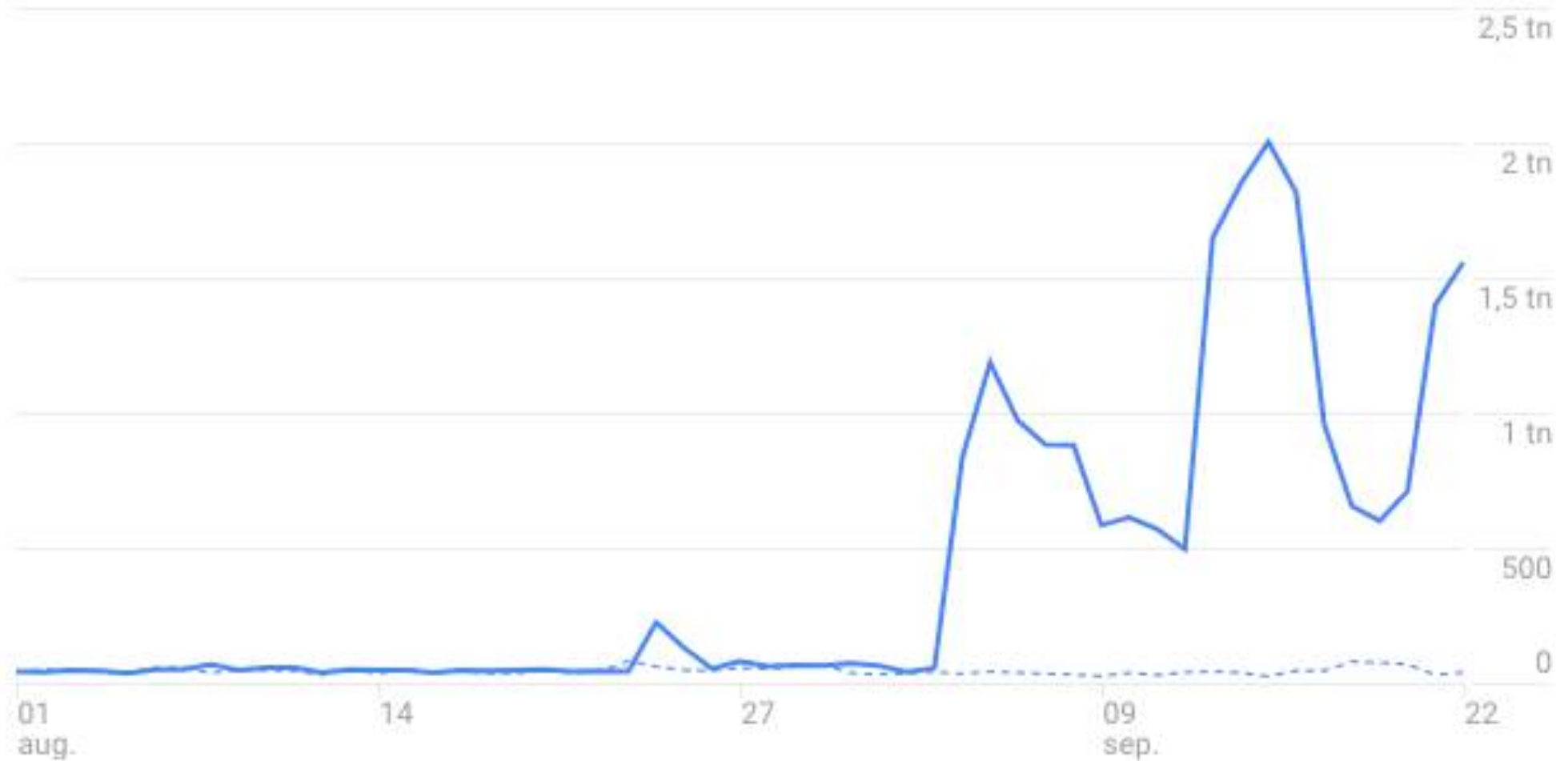
Web Game Distributor experiments proves easy scaling of number of users

GDWC NOMINATES ADVENTURE BOX GAME

ADVENTURE BOX

GDWC2018

GAME DEVELOPMENT WORLD CHAMPIONSHIP

ADVENTURE BOX

Games made with Adventure Box
are equal to indie studio made games!

SUPERIOR VISITOR TO ACCOUNT CONVERSION

Convert visitors to Customers
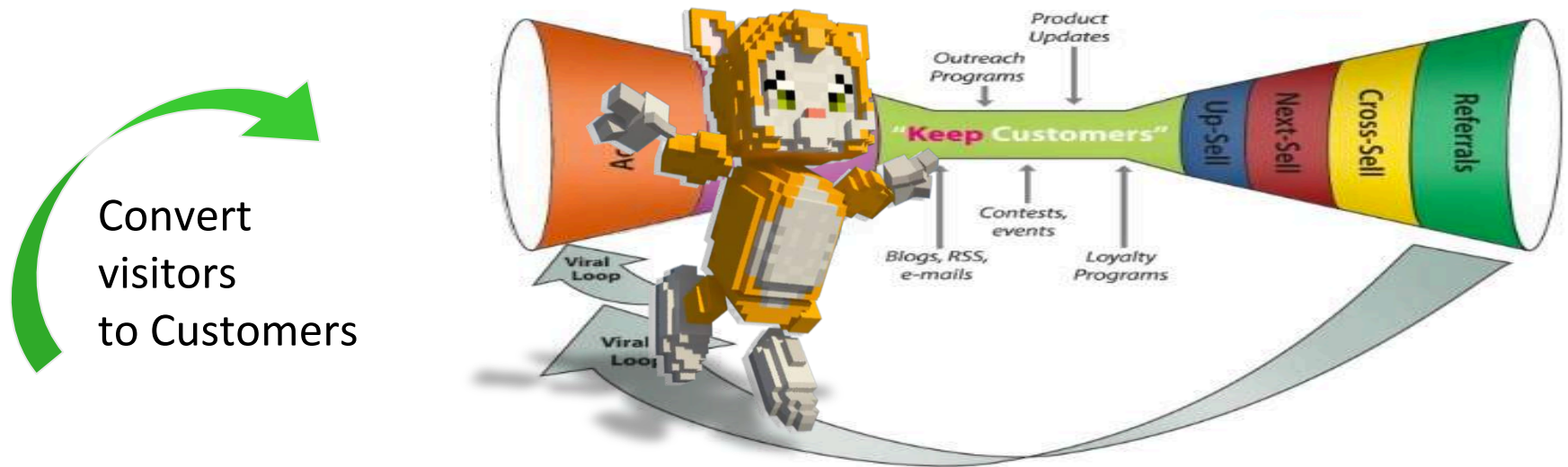
No download required removes barriers to gaining customers and sharing
Our 44% visitor to account conversion is already 3,5 times better than app downloads!
Click-to-install rate is 11.9% on iOS and 13.5% on Android

ADVENTURE BOX

Already 3.8 times better conversion than apps!

IMPROVING CUSTOMER RETENTION

Keep Customers
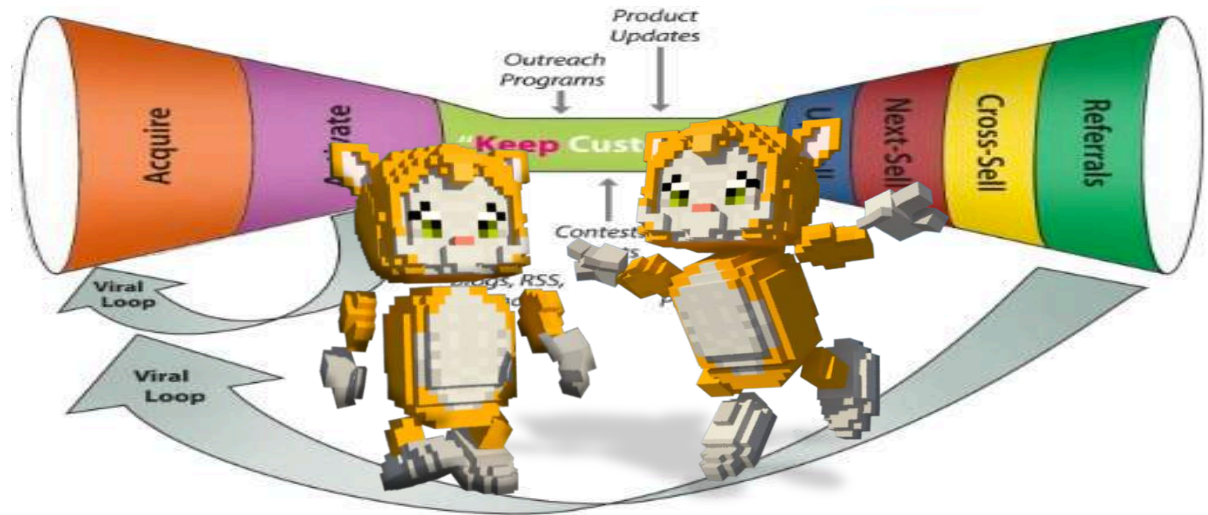
Continuous product improvements to reach target customer retention

	Daily users	Monthly users	Daily / Monthly
Feb, 2018:	61	1 717	3.55%
Sep 22, 2018:	1 556	10 045	15.49%
Target Sep, 2019:	400k	2M	20.00%

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Tweaking product to maximize customer loyalty!

MONETIZATION

Sell more to Customers
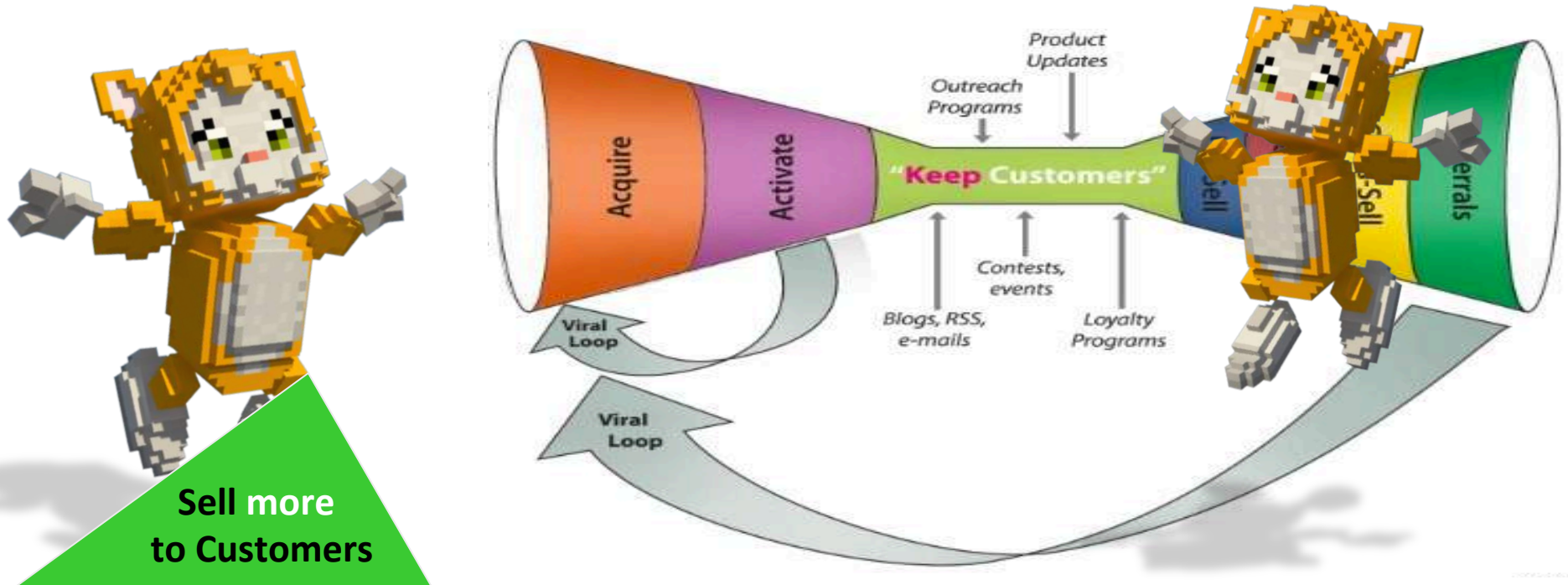
A classic game industry "freemium" model

Initially free to make, share and play online 3D games. Revenue from **micro transactions**, **subscriptions** and **advertising**. Competitor Roblox see $10 revenue per year and monthly active customer since 2014.

ADVENTURE BOX

Earn from loyal customers! Many small amounts add up.
Roblox have grown from 4M users 2014 to over 200M!

DRIVING REFERRALS
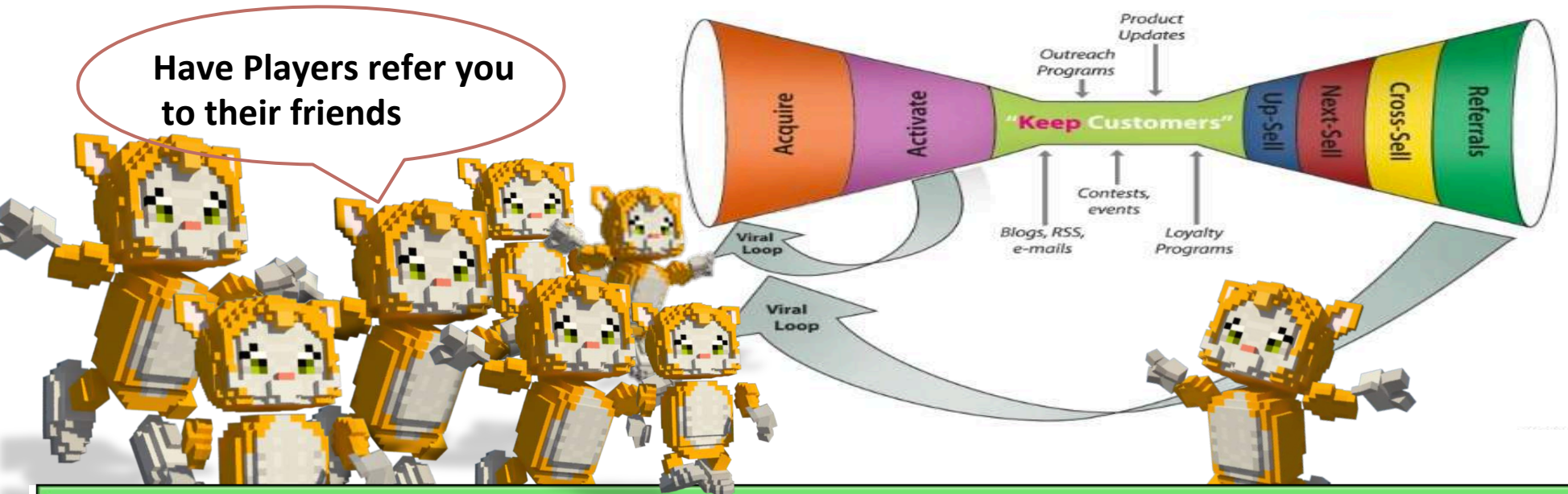
Built in virality accelerated with rewards

You naturally want your friends to play the game you made.
We will share our revenues with our game makers.
Definition of virality is 1 new customer per earned customers results in endless accelerated growth.

Sharing the game you made leads to viral spread!

COST EFFECTIVE ON-BUDGET DELIVERY & VALIDATION

✔ **Phase 1:**
Develop Online
3D Engine Alpha

May '14 – Jun '15

- May '14: Founded
- Aug '14: 1st Alpha
- Mar '15: 2nd Alpha, patent application
- Trademark protected
- Concept validation at game shows and on online forums
- Robot magazine: "Minecraft brother"
- 3k accounts

- **2 MSEK shares**
- **1 MSEK loans**

✔ **Phase 2:**
Develop Beta Game
Maker & Sharing Platform

Jul '16 – Jun '17

- RPG & Battle Maker Tools
- Minecraft and Google Maps import
- Multiplayer functionality
- Billing integration
- Veckans Affärer, Carnegie and SvD list us as top startup
- June '17: Trial launch at armorgames.com
- 19k accounts

- **10.5 MSEK shares**
- **1.2 MSEK loans**

✔ **Phase 3:**
Develop 1.0
Maker & Platform

Jul '17 – Sep '18

- Mobile Device Alpha
- Patent granted
- Improved Availability
- Pro Usability studies
- First tech licensing
- 33k accounts
- Tune product

- **8.4 MSEK shares**
- **0.5 MSEK loans**

Phase 4:
Scale Up and
Monetization

Oct '18 –

- **Close last 4.4 MSEK of seed**
- Traffic and retention proof
- Localization & Globalization
- Scale up organization
- Mobile Device 1.0
- **Pre-IPO Dec 2018-Mar 2019**
- Monetization
- Reward Makers for referrals
- More Content & functions
- Traffic driving partnerships
- Other uses of technology
- **IPO Sep 2019**
- Secure market position

Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
2014			2015				2016				2017				2018				2019				2020			

ADVENTURE BOX

22.6 MSEK in funding to Sep '18.

20.9 MSEK in shares and 2.7 MSEK in loans.

LIGHT LOCALIZATION BEGUN
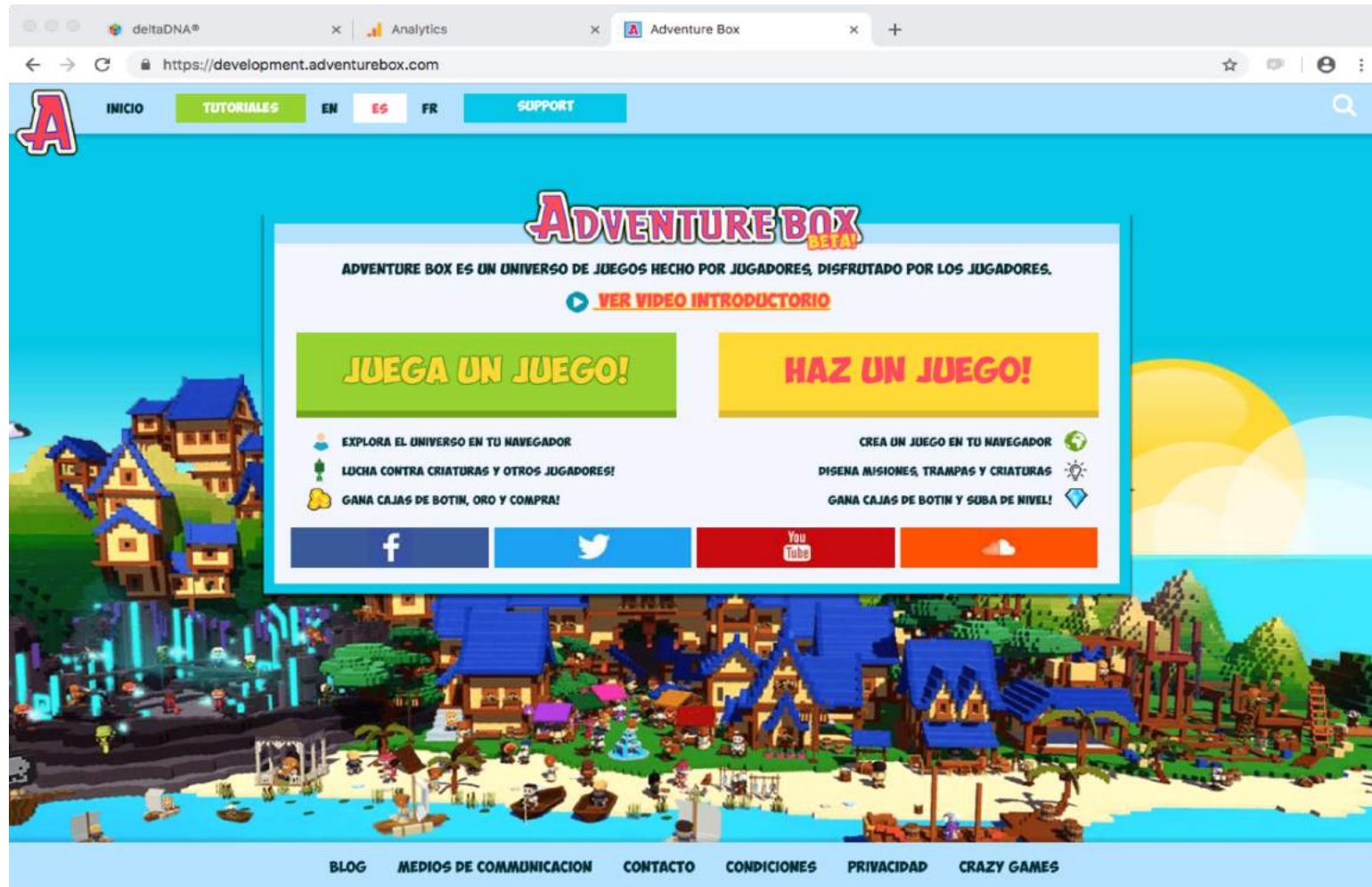
French, Spanish,.. Swedish, Russian, Portuguese

OUR TEAM

Christopher Kingdon
CEO & co-founder
MSc KTH, MBA SSE
Developed and sold five startups. Pioneer of Location Based Services

Cléo Hayes-McCoy
CTO & co-founder
BSc Trinity University
Renowned programmer and mathematician. 3D Engine for Stanford's particle accelerator

Dan Greening
COO
PhD Computer Science UCLA
Created and sold three companies.
Scrum/Agile/Lean coach

Design & Requirements

Dmitrii Sapelkin
Product Owner/Game Designer
CAD Engineer, St Petersburg
Designing games since 2005 for Electronic Arts, Oberon Media, Activision and Midway

Implementation & Operations

Björn Knudsen
VP Development/Programmer
MSc KTH
Developed and sold two startups, Fogg Mobile and LBSoft, as VP Development

Marketing

Maryem Nasri
CMO/Marketing Manager
MBA Södertörns högskola
Online marketing professional, project manager and educator since 2006.

Emmy Strutzenblad
Level Designer

Hiring
2D Artist & Animator

Hiring
3D Artist

Hiring
Quality Assurance Manager

Glauber Araujo
Scrum Master

Pepe Mazuelos
Programmer

Nicklas Blomqvist (Oct 1-)
Programmer

Hiring
Programmer

Emmy Strutzenblad
Community Game Producer & Events

Jonas Nordström
Business Developer

Hiring
Analyst & online marketeer

Hiring
Social Media Manager

ADVENTURE BOX

Experienced, international, competent

OUR BOARD

Peter Lönnqvist
Chairman
BBA SSE
Board professional, including Charing two game companies and one Venture Capital firm.

Viktor Vallin
Director
BSc Örebro Universitet
Gaming Nerd and venture capitalist. Main owner in listed gaming company Starbreeze.

Tobias Sjökvist
Director
Marketing at Berghs and IHM
Experienced entrepreneur and CEO. Founded Funkadelic, Lexicon, Odyssey and Qogai

Lorang Andreasen
Director
Marketing at Berghs
Exeperienced entrepreneur, especially within online gaming. Former main owner in Cherry.

Christopher Kingdon
CEO & co-founder
MSc KTH, MBA SSE
Developed and sold five startups. Pioneer of Location Based Services

Cléo Hayes-McCoy
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BSc Trinity University
Renowned programmer and mathematician. 3D Engine for Stanford's particle accelerator

ADVENTURE BOX

Experienced, international, competent
Further strengthened for IPO compliance

BUDGET EXAMPLE

ADVENTURE BOX	2019	2020	2021
# Monthly Active Users (Dec)	*1M*	*10M*	*20M*
Ave. Annual Revenue / MAU	*$1.5*	*$3.7*	*$5*
Revenues	$1.5M	$37M	$100M
Cost of Sale	$0.75M	$12.5M	$30M
Fix costs and Financial costs	$2.3M	$4.6M	$7M
Profit	*-1.5M*	**$20M**	**$63M**
HQ (December)	11 to 22	23 to 37	38 to 45

Gross Margin from 50% 2019 to 70% 2021
Profitable with 3.5 MAU at $2.6 annual/MAU Q2 2020

OUR EXIT STRATEGY FOR INVESTORS

IPO or trade sale to Internet, Game or Media company

Comparable trade sales

MOJANG — *2.5 BUSD*

SUPERCELL — *10 BUSD*

King — *5.8 BUSD*

Microsoft acquired Mojang/Minecraft
Tencent acquired a controlling interest in Supercell/Clash of Clans
Activision Blizzard acquired King/Candy Crush

YOU HAVE LEARN

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- How we create a real cash ecosystem with game makers, in-game content designers and players

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- About our granted patent, which gives us a unique blocking position in the ongoing computer game industry conversion to online streaming

ADVENTURE BOX

INVESTMENT OFFER

Seek 9.0 MSEK

(pre-money valuation 59.5MSEK)
4.6 MSEK of above secured
Closing Oct 17 2018

… to

- Traffic and retention
- Localization & Globalization
- Scale up organization
- Mobile Device 1.0

Pre-IPO/IPO or Series A

9+ MSEK
Dec '18 or Q1 '19

… for

- Global expansion
- Reach profitability
- Secure "Youtube of Games" position

ADVENTURE BOX

Contact: Christopher Kingdon, CEO & Director
+46 73 051 1414, chris@happylandlord.se

THANK YOU FOR YOUR TIME

ADVENTURE BOX

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