



- TECHNOLOGY -

**COMPANY DESCRIPTION FOR LISTING AT NASDAQ FIRST
NORTH GROWTH MARKET SWEDEN**

ADVENTURE BOX TECHNOLOGY AB (PUBL)

NOVEMBER 2019

NOTE. THIS IS AN INCOMPLETE TRANSLATION OF THE ORIGINAL SWEDISH DOCUMENT.

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SHARES

Total number of shares:	9 142 400
ISIN code:	SE0012955276
Short name:	ADVBOX

IMPORTANT DATES

First day for trading at First North:	2019-12-02
Next financial report:	2020-02-20
Annual Genal Shareholder meeting 2020:	2020-05-13

BACKGROUND AND MOTIVE

Adventure Box is a Swedish game tech company based in Stockholm. The Company's business idea is to offer an online platform where users can make, share and play 3D games. The Company believes that the marketing potential for such a platform is significant. Initial revenues are today earned from advertising. Over the next 12 months additional revenue models will be added.

The Company vision is to become the globally leading sharing platform for consumer created computer games. Focusing on this purpose the Company has invested five years in developing and market testing a platform specifically designed to make it easy and fun to make and share games. During these five years 48 MSEK have been invested in the Company. Over 27 MSEK have been activated as assets. By October 2019 over 66 thousand registered users had created over 50 thousand games with the Adventure Box platform

The next phase for the Company is one of commercialization. The Company will intensify marketing and user acquisition. This while development continues to enhance the user experience.

June 2019 19.3 MSEK was added to the Company through a right issue, post right issue related costs. Per Sep 30, 2019, 15.7 MSEK remained as cash. These funds will be invested in marketing, development and administration as follows:

- Marketing: 20 percent
- Administration: 30 percent
- Development: 50 percent

There are many reasons for Adventure Box to list its shares at First North. The listing will increase awareness and strengthen the Company's brand. It will become easier for the Company to close partnership agreements and company acquisitions. A listing will also enable investments from institutional investors. In summary the listing is an important step towards realizing the Company vision of becoming the leading sharing platform for consumer created games.

BOARD LIABILITY

The board is responsible for that the content of this company description is correct and hereby insures that all reasonable precautions have been taken to ensure that all information in this company description, as far as the Board knows, conforms to actual conditions and that nothing is left out that could affect its meaning.

Stockholm 2019-11-27

Adventure Box Technology AB (publ)

The Board

IN THE WORDS OF THE CEO

AN OPENING IN THE MARKET

Creativity is a human need. Today people of all ages can easily express themselves through art, literature, music and video. Platforms such as YouTube and SoundCloud share videos and music created by amateurs. But when it comes to computer games, which are very important, especially for children and youth, the equivalent of YouTube and SoundCloud is missing. There is no globally dominant and accessible platform for sharing consumer made games with a global audience.

The reason for this is mainly technical. Video can today easily be created by using a smartphone. The completed video is easily uploaded to YouTube who distributes it using streaming technology such that a viewer only has to click once to access the video. The technology required to allow consumers to easily create computer games in a format that can be distributed with streaming technology has not previously existed. It is this technical solution that Adventure Box have invested five years in creating and market testing.

THE SOLUTION

The Company's patent protected solution offers an easy to use and intuitive user experience, that places no requirements on programming skills. Games created with the Company's solution can easily be shared and played using streaming technology. Streaming simplifies sharing by avoiding time and resource demanding down and up loading. In addition to ensuring the required functionality the Company has also invested in technical stability for a smooth user experience.

Computer games developed on the Adventure Box platform are already being shared from web pages who typically share only professionally developed computer games. Users of these web pages cannot distinguish between professionally developed games and the best games developed by amateurs using the Adventure Box platform. This is testament to the strength of the Adventure Box platform.

WELL-POSITIONED TO BECOME THE LEADING ACTOR

In conclusion, we are well-positioned to become the leading sharing platform for consumer created games. It is now time to accelerate our user acquisition efforts and focus more on revenue generation. We will market through suitable channels, including co-operations with Minecraft YouTubers. Just as YouTube revolutionized the Movie and TV industries, by turning consumers into video creators, we will revolutionize the computer game industry by turning consumers into computer game creators.

We all have a need to express ourselves. The core of Adventure Box lies in fulfilling this need within the field of computer games. A need previously unfulfilled. This is our main purpose and what will drive our success.

Finally, I would like to thank all those investors who have supported us over the years and welcome our new owners to our next exciting phase as an expansive listed company. Our

investors have taken the responsibility expressed by TIN funds founder Eric Sprinchorn; “we must cherish our digital treasures”

Stockholm 2019-11-27

Christopher Kingdon

CEO

OPERATIONS

ABOUT ADVENTURE BOX

Adventure Box offer a platform that allows users to make, share and play computer games. This is just as easy, and as complicated as it sounds. Easy for the user but enabled by advanced in-house developed technology. An important part of the Company's offering is the combination of making and sharing. The Company believes, based on its experience of five years of market tests, that users do enjoy making computer games but that the benefit and enjoyment is greatly increased if the games can be shared with others. The Company solution solves both these challenges, making and sharing, in an effective and user-friendly manner.

The combination of making and sharing is also fundamental for the Company's growth strategy. The Company engages in active marketing through, for digital services, traditional channels¹, but the largest growth potential lies in viral spread achieved through makers sharing their games and thusly recruiting new makers. Direct marketing efforts by the Company are carried out with the purpose of creating a conducive context in which viral spread can take effect.

There are many examples of digital platforms that allow non-professional users to create and share content, for example within the fields of music and video. One recent popular example is TikTok, which allows mainly young users to create and share videos of their dance performances.

The Company is convinced that there is an interest among people interested in computer games to create and share content even within its area of interest. This view is supported both by the Company's² own experience of launching its own platform, but also by the fact that there are competitors (see segment *Market and competitors* below) that have managed to attract a relatively large circle of users.³ However, the Company estimates that the potentially addressable market of users is far larger than existing players have been able to reach and activate. The Company's argument for this view will be expanded on in the document, and its view is therefore that its addressable market is facing great growth.

The Company's current and potential circle of users consists of people who today play traditional, professionally developed computer games and whose interest in computer games is primarily

1 Purchaes advertising at selected web pages and online forums, SEO. Se chapter on "History".

2 See chapter on "History"

3 Mainly Roblox, see chapter on "market and competitors"

met by such games. However, the Company's product does not compete primarily with professionally developed computer games but is a complement to them. Just in the same way that a person who is interested in a sport, for example, can find it natural to practice sport himself, act as a spectator, read about the sport, buy souvenirs and participate in social forums linked to sport, the Company considers that people interested in computer games have an interest in both consuming, discussing, creating and sharing computer games.

The Company has prepared and conducted tests of applying different revenue models to its platform. Using the platform should, as a starting point, be free of charge for users, and revenue comes as a first step by selling advertising on the platform, as well as offering users to buy extra content for their games. In addition, subscriptions with more content will be offered more active users and by extension, users who contribute most of the Company's earnings will be offered revenue sharing. The Company's strategy and upcoming activities to implement revenue models are developed in the section *Revenue Models and Commercialization*.

ENABLING THE CREATION OF COMPUTER GAMES

Creating your own computer games with graphical interfaces and degrees of freedom for the player requires extensive knowledge in programming among other things. Even for those who have these skills, and invest the necessary time to create a game, it must also be possible for others to be able to play the game created. In other words, the threshold for creating and giving others the opportunity to play a computer game has historically been very high.

The Company's platform, which is launched and continuously used, includes tools, templates and shortcuts that allow the user to create a computer game without having prior knowledge in programming. Using such tools and templates allows a very broad circle of users to leverage their creativity to create games themselves. The technical threshold has thus been virtually eliminated, and the user who invests their time and creativity can build a unique game. Essential parameters in enabling the creation element are that the threshold to get started should be low, that the tool is intuitively designed, that the available content is varied and appealing, and that the product develops so that returning users are given the opportunity to further develop their games and create new ones with different content.

The Company has invested significant resources in developing both intuitive and user-friendly tools as well as interesting and varied themes and formats. Its product is described in these respects more closely in the article "Creating Games with Adventure Box" below.

Regarding the creative aspect, the Company's platform is not protected by any patents. Nor does the Company consider the technical threshold for building a product that, like the Company's platform, allows users to create content for computer games is remarkably high. The Company has however created elements that it believes have great potential, such as the ability to import content from Minecraft, as described below.⁴ There are competitors (see segment *Market and Competitors*) offering products that, in terms of the creation element, are comparable to the

⁴ The Minecraft file format is provided under open source rules and is free to use. It is commonly used within the Minecraft user community

Company's and whose user numbers far exceed the Company's current ones. However, the user interest in creating computer games is judged by the Company to be significantly affected by the ability to also easily and efficiently share the created content. As for the sharing element, the Company's view is that its platform has a significant competitive advantage compared to other market players. The threshold is significantly higher to develop technology that in this respect can compete with the Company. The reasons are also developed in the following sections.

CREATING GAMES WITH ADVENTURE BOX

The Company's goal is that its platform will enable users, with different levels of prior knowledge and with different efforts of time and creativity, to create quality games. Tools and templates allow the user to quickly get started with their creation. There are also opportunities to start from scratch to a greater extent.

The user begins by creating a virtual world in which the game will take place. The predefined themes available are continuously developed and new ones are added. In addition to using any of the predefined templates, the user can also import a world via Google Maps, creating a 3D model that realistically reflects the topography of a part of the actual world. An additional possibility is that the user imports a world created in the popular computer game Minecraft. In Minecraft, users can build virtual worlds using different tools. By importing such creations into adventure box, the user can continue to adapt this world as well as offer others the opportunity to play in it.

The user also chooses between different types of games, such as an adventure game of a strategy nature or a more defined battlefield game. In this regard, the Company is also working to provide more options and opportunities.

Based on the conditions chosen, content is created and then adapted. The world can be modified by building blocks ("virtual Lego bricks") or by using the predefined buildings, structures, plant objects, etc. provided by the platform.



When the static elements of the world are put in place, the user adds dynamic content. Characters are created and provided with characteristics, such as sex, skin color, clothing and equipment. The characters can also be provided with different characteristics of attitude and dialogue that they use at different moments in the game. Music and sound effects can be added, and objects can be posted that the player can look up and use in the game. The user can also create conditions in terms of assignments and challenges for the game's development, such as that a certain element must be implemented for another element to take place.

When the game is finished, the creator publishes it and makes it available on the Company's platform. On the platform, users can also rate and comment on each other's games.

ENABLING SHARING OF CREATED GAMES

As for the sharing of created computer games, there are two types of technologies used on the market today, downloading and streaming. Downloading means that the user downloads software code that is installed and then activated on their own hardware. Streaming on the other hand means that the user gets the content through a flow of data. In other words, streaming does not require an installation on the user's hardware, nor does an entire game be downloaded before it can be used. The Company's platform uses streaming technology, while its main competitors use downloading. The Company believes that this difference represents a significant competitive advantage. Streaming has, in relation to download, the following advantages:

- Downloading is initially time-consuming and requires the entire game to be downloaded before the user can play it. The user needs to decide whether to download and install a program. This decision means that many potential users are lost. Streaming on the other hand, allows the user to get started with gaming very quickly, as nothing needs to be installed, and only a limited amount of data is needed to start the game.
- Downloading poses a risk of virus and malware attacks on the user hardware. As streaming requires no installation of software code, this risk is eliminated. Already the risk for virus attacks may be an obstacle to users wanting to download software code.
- When downloading, the user gets access to a local installation of the game's software code. There is a risk that the user will manage to copy or distort the code. With streaming, the software code doesn't leave the sender's hardware, thus eliminating this risk.
- When downloading, changes and updates to the game, require downloading to take place again, which is not the case when streaming.
- Local installation downloads depend on hardware and operating systems being compatible with the downloaded software code. Streaming however, can be made platform independent.

The Company argues that these reasons have led to many of the services⁵ provided to consumers by digital media, such film and music, are based on streaming rather than downloading. Streaming is, for the reasons stated above, both safer (for both parties) and more efficient, while the threshold for reaching consumers is significantly lower than when downloading.

Of course, there are also potential drawbacks to streaming in relation to downloading. Streaming requires a constant flow of information of a certain speed (bandwidth) to work problem-free, while a downloaded program does not require connectivity after the download takes place (unless the game is to be played alongside other players). This disadvantage for the streaming option decreases in importance if the amount of information that needs to be streamed to achieve an interesting content is reduced. If the technology allows advanced content, without the data set having to be very large, streaming a game can be made dynamically and appealing. The bandwidth required to play it without interruption can also be limited. The Company has invested essential resources in achieving such a technical solution, which is further discussed in the *Technology and Patent* section.

⁵ For example Netflix and HBO, Spotify and Apple Music streaming services

Not only has the Company chosen to base its sharing elements on streaming, the technology used for streaming is also very effective (see section *Technology and Patent*). The Company holds a patent ⁶ for systems and methods for the implementation of 3D voxel modelling technology in client-based server systems (for example, through use in a solution where 3D voxel data is streamed into a browser) The technology allows for a rich content in relation to the data set streamed.

Efficient streaming is a very important part of the Company's product and for its growth strategy. In many of the world's rich countries, many people have access to broadband of the highest quality. Under such conditions, digital services can be provided even if the delivery requires the transfer of large amounts of data. In much of the world, however, the conditions are quite different from those described above, which is why it is of crucial importance that data sets are limited for efficient use of digital services. The Company's⁷ users are scattered all over the world and its ambition is to grow and provide an attractive offer even in those parts of the world where the availability of efficient broadband services is lower than in Europe, for example. Its platform will soon also be available for use on mobile devices (e.g. smartphones and tablets) and for such users, efficiency in data transfer is also expected to be an important factor both in attracting users and delivering high-quality gaming experiences.

The Company's assessment is in conclusion that there is a great potential in providing its service to share amateur-created computer games via high-efficiency streaming, both by offering a more efficient option for users who today share downloaded games, but above all by meeting users for whom downloading is not an option, for reasons linked to security, access to bandwidth or because they want to play on mobile devices.

A game is shared among users simply by sending a link to the person who will access the game. The link can be sent from the Company's platform or with what other digital communication tool the user prefers. Games are also marketed on specific websites for games and players. If the recipient follows the link, he will be on the Company's website, from where the game is streamed to the receiver's device. This gives the Company the opportunity to provide both third-party advertising and inform about its own product, as well as to promote other games developed on its platform. The Company's goal is that the player will not only appreciate the gaming experience, but also become interested in developing games that he or she in turn can share.

Both the developer of a game and the player who plays it must be registered as users on the Company's platform. The Company has, as per the date of this document's establishment, about 70,000 registered users who developed about 50,000 games.

⁶ In this document the patent is described in simple terms for a user who is not assumed to have knowledge in the area. The text is not intended to represent a complete description of the patent or in any way limits its claims or validity.

⁷ Per October 2019 only 14 of the countries of the world are not represented by users of the Company's platform

3D ENGINE

A 3D engine is a software that makes it easier for users to create static or moving 3D models. A 3D model is a three-dimensional image shown on a monitor. There are many examples of such 3D engines. Autodesk created early AutoCAD, a software that offers a drawing tool for designers of mechanical components. Autodesk then further developed this 3D engine into a version for architects to create drawings with, as well as to various tools for the computer game industry.

In the computer game industry, 3D engines are often called gaming engines. An example of such a game engine is UNITY. It allows professional game developers to create computer games by programming instructions to it. UNITY facilitates the programmer by providing the most complicated functionality for 3D. Specifically, it can be functionality for how 3D models appear on a monitor ("3D rendering"), models for physical laws and collisions between 3D objects, animation (how 3D models become mobile), sound, artificial intelligence and memory management.

The Company has created a 3D engine, or a game engine, specifically designed to make it easy for an amateur to create computer games through a graphic user interface, i.e. without programming.

HISTORY AND CURRENT POSITION

The idea for the Company started **in 2013**. The foundation of the Company and its business concept was laid through a combination of the two founders' respective areas of expertise and experience.

Cléo Hayes-McCoy (formerly O'Leary) had extensive experience of developing and implementing 3D engines (see information below) in advanced environments with high demands on performance and reliability. The first of these 3D engines was built for NLAC, (the "National Accelerator Laboratory"), formerly referred to as the Stanford Linear Accelerator Center.

Cléo Hayes-McCoy had at the time started work on additional 3D engines⁸ as well as adaptations of these to be used in browsers, which would allow the application of the technology for far broader uses.

Christopher Kingdon, in turn, had solid experience in business development in computer games and digital entertainment. He had, among other things, run a company where conventional computer game technology had been used to allow users to easily create animated films.

The combination of the two's expertise in technology, programming, entrepreneurship, business development and the computer gaming market, led to the idea of using the 3D engine Cléo Hayes-McCoy had developed, in the computer game market. To allow users to create and share computer games, a business area Christopher Kingdon had valuable experience of.

In 2014 Adventure Box Technology was formed, and the Company launched the first version of its platform in the same year. The first version was limited in that it only enabled the creation of virtual worlds tested within the Alpha Beta Gamer network (www.alphabetagamer.com).

⁸ Web browser such as Google Chrome and Microsoft Edge

However, this version provided valuable experience through the feedback from the 700 users who tested the platform. This was taken advantage of in further product development.

In 2014, capital was raised to enable further development of the Company's platform, which has been continuously available to external users since this time.

In **2015**, important technological improvements were made to the platform, which addressed certain capacity constraints. In the same year, the Company sought its first, and so far, only granted, patent. The patent, which relates to the United States was granted in 2017, and the technology that underpins it is described more closely in the *Technology and Patent* section.

In 2015, the Company also launched three games that its own developers created using its platform, to demonstrate that the platform acknowledged the development of entertaining and qualitative games.

In **2017**, a first beta version of the complete platform was launched, which enabled both creation, sharing and playing of computer games. This version had also implemented the ability to purchase special content in the games through the platform (see on below the *Revenue Models and Commercialization* section).

After further work on technical stabilization, a new version of the platform was launched in **2018**. In the same year, the Company began, in places where professionally developed computer games are provided, to market some of the games developed on its platform.

In **2019**, user numbers of the Company's platform (see below) rises and the Company begins to show advertising for its users for the first time. The advertising model has been introduced on a small scale (see on under section *Revenue Models and Commercialization*). In the summer of 2019, a capital raising, and a distribution of ownership were carried out for a listing of the Company's shares. The capital raising of net approximately SEK 19 million is intended to be used primarily for continued product development and marketing.



As of the date of this company description, the Company has thus developed and launched a technically stable platform, provided to real users across much of the world for about five years. The platform is based on the Company's own development, partly through the use of its own patent. The Company has developed tools and processes to introduce commercial models and thus generate revenue and has implemented them on a limited scale. The further steps planned

in this area are described under the *Revenue Models and Commercialization* sections and *Future Opportunities*.

The Company's success will be guided by the extent to which its users visit its website, where the platform is provided, as well as the extent to which they create, share and play games on the platform. The following statistics show the evolution for visits to its website:

Period (2019)	Jan 1-Oct 31	Aug 1-31	Sep 1-30	Oct 1-31
Number of web site visitors	885 013	36 196	115 264	409 005
Share of visitors from game web pages	30,3%	72,7%	23,4%	8,9%
Share of ⁹ visitors purchased traffic ("paid search")	44,1%	0,0%	49,3%	70,6%
Average cost per visitor for purchased traffic ¹⁰	0,27 SEK	8,00 SEK	0,26 SEK	0,27 SEK

As shown in the table above, the Company has shown strong growth in the number of visitors on its website and users of its platform. The Company considers that this is a good rating on the attractiveness of its offering and follows from expanded marketing activities. At the same time, user numbers must reach clearly higher levels before the Company is able to achieve commercial success. The investments that will be made, using the funds made at the Company's disposal through the latest capital raising, are aimed at achieving this.

The Company markets its platform as follows:

- Digital marketing on websites where exposure to its target audience is considered to be high
- Purchased keywords in market categories that are judged to attract people interested in computer games and game development
- Campaigns with "Influencers" and "Youtubers"
- Participation in conferences and events within its field of activity
- Introductory films for the creation of games and game content
- Selective marketing of individual games developed on the platform
- Proprietary games and financing of third-party developers who create games on the Company's platform
- Email and alerts to registered users, to introduce news and in other ways try to engage users

⁹ By purchased traffic visitors who arrived at the Company web page after clicking on an advertising message are intended.

¹⁰ Advertising costs are optimized both with regard to cost as well as to value of attracted users. The cost of user acquisition is only one of several parameters used to evaluate the effectiveness of marketing efforts.

MARKETING CAMPAIGN WITH "MINECRAFT YOUTUBERS"

There is a long-established and very popular phenomenon where people who are adept at playing computer games, and who do so in an entertaining way, create videos where they play a game and share them on Youtube. The most popular such Youtube users have several million viewers (according to Youtube's statistics on viewed clips) of its content. These include a category of users showing off creations they built in Minecraft. By the user filming their screen and narrating the film, viewers get an insight into what the person who shares their content managed to create.

The Company, as described in the section "The Adventure Box Platform", has developed tools that enable users to import worlds they created in Minecraft into the Company's platform. Given that Minecraft is so popular, and that the game is based on creativity, the Company believes that this integration has significant potential to contribute to growth for the Company – if knowledge of it is enough.

Through Minecraft integration, users of the Company's platform can create game environments based on their Minecraft creations. Another possibility with this functionality is that users can invite others to take part in their creations, far more vivid and dynamic than getting them shown in a movie clip. 3-dimensional instead of 2-dimensional, interactive instead of static. Users can walk around the environments and explore them from different angles, which the Company believes can provide a completely different experience. Since there is a very large market to share such material in film sequences, the Company believes that there should be a market also to virtually and interactively do so.

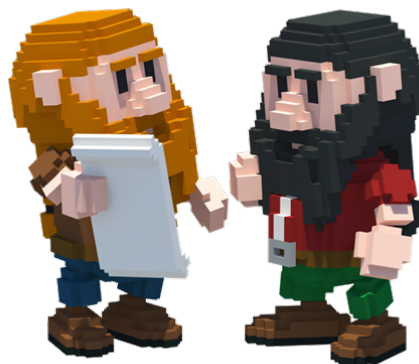
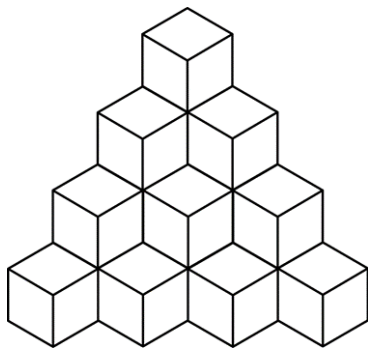
By the end of 2019, the Company will conduct a campaign together with a number of "Minecraft Youtubers", where the Company can help them import their creations into the Company's platform, whereupon both the Company and the creators will promote the games in their respective channels.

The Company hopes that its platform and offering, through the campaign, will be exposed to the addition of new users, and that these "Minecraft Youtubers" will want to use the Company's platform to promote its creations even in the future. These users are for the Company's natural candidates for the revenue sharing described in the "Revenue Models and Commercialization" section. Through the collaboration, users are given an opportunity to test this complementary method of sharing their Minecraft creations.

TECHNOLOGY AND PATENT

The Company's approach to enabling the creation and sharing of computer games is based on the so-called voxel-3D method. A voxel can be said to be a further development and a three-dimensional variant of the pixel. Pixel is a term familiar to more people and is used to determine and describe resolution for different monitors, for example. The term pixel has been created based on the term "picture element" and is a graphic two-dimensional element. An area that can, for example, have a certain color and is represented directly on a monitor. The term voxel has similarly been created based on the term "volume element" and is a three-dimensional equivalent of a pixel, a volume element. A voxel cannot be directly represented on a monitor but can be illustrated with 3D graphics.

In its simplest form, the illustration of voxels can look like the image on the left, while the right image shows an illustration of objects created with voxel technology and where voxels has been provided with different graphic properties:



An easy way to describe voxels is to resemble them to virtual Lego bricks. The solution is especially suited to create 3D models with simplicity, and it is intuitive and easy to understand in principle. However, a voxel is not an object with only graphic properties. Voxels can also be provided with completely different characteristics, which also makes them well suited for computer games. It is possible, for example, to decide that a set of voxels should behave like water; that they should freeze at negative temperatures and that they should evaporate at temperatures of over 100 degrees Celsius. The ability to allocate properties to 3D volumes allows more advanced integration to be programmed in the software built around the 3D model than is possible with so-called surface-projected 3D models.

Voxel-3D models contain relatively¹¹ large amounts of information, partly because each voxel can have unique features, but mainly because Voxel-3D requires data in three dimensions instead of two. The advantage of this is that the content can be made dynamically and that game possibilities can be created in part by imposing object characteristics. The downside of the

¹¹ Compared to surface projected 3D models, the type which traditionally has been used for the development of computer games.

methodology is that the amount of information that needs to be distributed to illustrate and allow users to interact with voxel-3D models can be very large, and that available bandwidth can constitute restrictions. Effective use of methodology, through streaming, thus requires a highly efficient technology for distribution.

Adventure Box has developed and built its platform on a solution for the management of voxel-3D technology that enables high-efficiency 3D streaming. The key to achieving the very high level of efficiency lies partly in the fact that the information is compressed to an effective format, but also in the distribution of content and functionality being resource-efficient, which allows for a very high degree of exploitation of Broadband. In other words, the solution can be effectively used even with simple forms of connections, such as in computer networks built on 3G technology.

As a measure of efficiency in the Company's solution, it can be stated that the measured broadband requirement for the platform is below 320kb/second. By comparison, Netflix specifies 0.5 Mb/second (=500kb/second) as the lower limit¹² for using its service, and 1.5Mb/second as minimum recommended speed. Google Stadia¹³ recommends a bandwidth of at least 10 Mb/second (=10,000kb/second)¹⁴ for its users. The Company estimates that the efficiency of its distribution of voxel-3D models is a strength in its offering, in several ways. In addition to the Company's platform being based on streaming, the benefits of which have been outlined above, the highly effective streaming significantly lowers data management and transmission costs, both for the Company and those of its users who have a limited data set to access or variable data costs. However, the main parameter, assesses the Company, is that the efficient streaming enables more users to effectively play its games, in more types of hardware and in more locations.

The Company's solution is protected¹⁵ by the U.S. approved patent "System, method and device for three-dimensional modeling" (patent number US9934602B2). The patent refers to 3D modelling in client-based server systems for distribution via, for example, a web browser as the main interface. The patent specifically refers to 3D modeling of voxel data and refers to computer games but is not limited to that particular scope. The Company has also applied for the corresponding patent protection of the solution in the EU, China and Japan. As far as the EU and Japan are concerned, applications are under consideration, in the review phase, while the application for China awaits the opening of the review. The Company's existing patent has not been challenged or tried in court.

¹² Source: Netflix. <https://help.netflix.com/sv/node/306>

¹³ Google Stadia is a consumer computer game streaming service provided by Google https://store.google.com/product/stadia_learn

¹⁴ <https://support.google.com/stadia/answer/9338946?hl=en>

¹⁵ In this document the patent is described in simple terms for a user who is not assumed to have knowledge in the area. The text is not intended to represent a complete description of the patent or in any way limits its claims or validity.

MARKET AND COMPETITORS

The information on market growth, trends, size and Adventure Box Technology's market position in relation to its competitors and other information stated in this Company Description, is the Company's overall assessment based on both internal and external sources. The Company's assessment is based on several¹⁶ different sources, including information derived from the analysis company IDG. An investor who takes note of this Company Description should pay attention to the changing of forecasts and market trends. The Company has sought to base its assessment on the latest available information from relevant sources to provide as accurate a picture of the market as possible. Although the Company considers these sources to be reliable, no independent verification has been made by the sources. Therefore, the Company cannot guarantee that the information on which the Company's assessment is based is accurate or complete. As far as the Company is aware, by comparing the Company's assessment with other information published by the third parties from which the information has been obtained, no material information has been disclosed that would misrepresent the information provided incorrectly or misleadingly.

THE GLOBAL COMPUTER GAME MARKET

The global computer game market is large and is growing at a rapid pace. According to analytics firm IDG, ¹⁷ the global digital computer gaming market ("the market") is expected to grow by 12 percent to reach SEK1,452 billion (\$150 billion) in revenue in 2019 and is expected to reach SEK1.839 billion (\$190 billion) by 2023. The different parts of the market are expected to be distributed in 2019 as follows:

Mobile games make up 57 percent of the market, with growth of 14 percent to \$86 billion.

PC games make up 28 percent of the market, with growth of 6 percent to \$42 billion.

Console games make up 15 percent of the market, with growth of 17 percent to \$22 billion.

THE COMPANY'S ADDRESSABLE MARKET

The Company's addressable market consists of the creation, sharing and playing of amateur-created computer games. The Company does not compete primarily with developers and distributors of professionally created computer games, although growth for that market could be expected to lead to growth even for the amateur game market. The target groups of people interested in computer games are widely considered to be overlapping.

The Company believes that the market for amateur-created computer games is under development, and that there is a potential of getting people interested in playing computer games to create them themselves. There are established players who have achieved great success in the market for amateur-created content, but the Company believes that the potential for market growth is still very high, mainly by increasing the availability of new users by using more efficient technologies (see the sections *Enabling sharing of created games* as well as *Technology and Patents*), and by exposure to greater geographical spread than where the existing players currently have the greatest market penetration (US, Europe and Japan).

¹⁶ Q1 2019 update of The Global Digital Gaming Market, May 17, 2019, IDG Consulting Inc.

¹⁷ Q1 2019 update of The Global Digital Gaming Market, May 17, 2019, IDG Consulting Inc.

Current market size is difficult to estimate, given the lack of public and comparable data. It is, as has been discussed above, also the Company's assessment that the market is facing growth. To try to estimate the addressable market for amateur-created game content, starting points could be taken in other digital media markets, where amateur-developed content has spread over longer time than computer games, and where public data on earnings are more likely to be available. Below is an illustrative calculation example based on video and music content.

The total values of the global markets for online distributed video and music as well as for computer games amount to:

Video	SEK 668 billion ¹⁸
Music	SEK 181 billion ¹⁹
Games	SEK 1.452 billion ²⁰

Within the video vertical there is a dominant market leader for amateur-created content,²¹ YouTube, whose revenue is estimated at SEK 33 billion or about 5% of the total market for online distributed video. In the music vertical, Soundcloud is the market leader for amateur-created content. Soundcloud generated revenue of SEK 966 million²² in 2017 or about 0.5% of the value of the total online music market. Applying these simple relationships to the game vertical, a range for the size of the market for amateur-created games could be estimated at SEK 7 billion to SEK 70 billion.

The Company considers that the lower part of the range is not relevant as a target image as Soundcloud has not been able to take a dominant market position in its segment for sharing amateur-created music. As shown below, there is also an existing player in amateur-created content for computer games (Roblox) with existing revenues close to this range's lowest level. The upper part of the range is also unlikely to be relevant over a medium-term perspective, as it will take a longer time to offer the creation and sharing of such a wide range of different kinds of computer games that it can be compared to the breadth of the content that today shared on YouTube. An estimate of addressable market based on these assumptions, with the gross simplifications on which they are based, could result in an estimated range of SEK 20 billion to SEK 40 billion in annual revenue.

COMPETITION

The existing market leader in amateur-created content for computer games is Roblox. Roblox launched its service about 13 years ago and has a very strong position in the market as well as a well-known brand. For 2018, Roblox reported revenue of²³ the equivalent of SEK 4.8 billion and states that its monthly active number of users amounts to about 100 million. Roblox's website is

¹⁸ <https://www.digitaltveurope.com/2018/03/08/global-video-revenues-reach-us70bn-driven-by-online-services/>.

¹⁹ <https://www.statista.com/statistics/272305/global-revenue-of-the-music-industry/>

²⁰ Q1 2019 update of The Global Digital Gaming Market, May 17, 2019, IDG Consulting.

²¹ <https://www.emarketer.com/chart/197177/youtube-net-us-ad-revenues-2015-2018-billions-change-of-google-net-ad-revenues>.

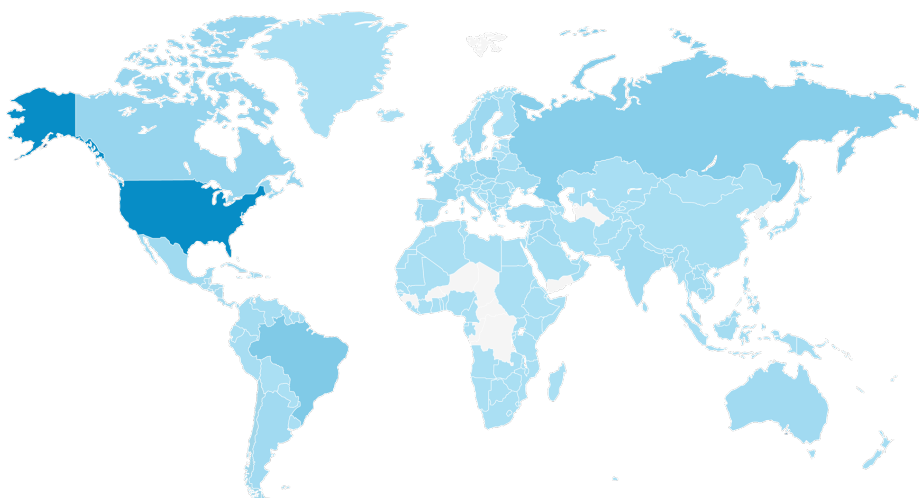
²² <https://techcrunch.com/2018/10/09/soundcloud-monetization/>

²³ Source: IDG

visited by about 300 million visitors each month. According to analytics firm IDG, a total of approximately 1.7 million users have built over 22 million Roblox games²⁴.

Roblox lets its customers download a user game engine that makes it possible to create and share games with other users who also downloaded their user game engine. Although their technology to generate 3D content is based on similar principles to the Company's, a crucial difference lies in how content sharing occurs. The Company's offering is based on streaming while Roblox's solution is based on download. As evidenced by the "Content" sharing of content created above, the Company considers that streaming has major competitive advantages in relation to download. The Company's assessment is also that the threshold for creating games in Roblox's service is higher than is the case on the Company's platform, as Roblox's service requires the use of a script²⁵ language.

Another existing player in the amateur game market, and thus a competitor to the Company, is KoGaMa. Their technical solution requires the user to download a UNITY²⁶ plug-in module installed in the browser. Game creation takes place with block-based visual instructions. As a result, their total of 22 million users have created 2.5 million games²⁷ since its inception, that is 0.1 games created per registered user on average. By comparison, Adventure box has more than 70,000 registered users who created more than 50,000 games, that is 0.7 created games per registered user on average.



MARKET DRIVERS AND TRENDS

The Company's assessment is that users have an interest in influencing their computer game experiences. The users are increasingly given the opportunity to influence the appearance of

²⁴ Different figures have been given. According to an article in Pocketgamer.biz 8 October 2019 the number is over 50 million

²⁵ The Company also intends to offer users a script language. The Company intends to continue offering game making without any need for knowledge in programming.

²⁶ UNITY is the 3D engine on which KoGaMa has created their offering. UNITY offers a browser plu-in unit that allows games developed in UNITY to be downloaded into a web browser. "

²⁷ <https://multiverseaps.com/>

their game characters and even, within an increasing number of computer games, to build their own levels. However, it is still uncommon for users to be able to create their own computer games. The most prominent example of computer games where user creativity has been given space is the game Minecraft developed in Sweden, whose unique features were largely based on allowing users to be creative through the creation of virtual "Lego buildings". Another example of successful models for creativity and personalization is the game Fortnite, which lets its players customize their characters by purchasing accessories, clothing and dance moves for them. According to Bluegrass Capital, Fortnite earns revenues of about \$ 96 per user and year, largely based on sales of customized content.

Another important market trend that the Company estimates will affect its market is a shift towards streaming at the expense of downloading as a form of distribution. The advantages described above are, in the Company's opinion, significant and cannot be ignored. The shift towards streaming is, in the Company's estimation, a step in a technological shift and a favorable positioning towards streaming is thus deemed to have great potential. Historically, computer games have been distributed through downloads or purchases of DVDs, in the same way that purchases of movies, music and books have historically been through physical purchases. For some types of media, the shift towards streaming as the dominant form of distribution has gone much further than that of computer games, but the Company sees no reason why distribution of particular computer games would be less suitable for streaming than, for example, music and film.

The Company believes that their streamed offering will be particularly well-suited for distribution outside North America and Europe, where the market-leading player today has the greatest market penetration. Since Adventure Box's platform only requires simple internet connections and because it works on cheap devices, its use is not limited to rich countries. Adventure Box has users all over the world and it is only in 14 countries where the platform is not currently used.

REVENUE MODELS AND COMMERCIALIZATION

As far as revenue generation is concerned, the Company is working to implement, in the Company's estimation, revenue models that are most proven in both the computer game industry and several other digital services offered to consumers. This strategy includes a model for each level of customer loyalty. The casual visitor ("casual players" in the graph below) contributes to revenue by being exposed to advertising, while more active customers also buy virtual accessories. Even more active and loyal customers will be offered the opportunity to subscribe and receive the benefits this offers. The customers who make money themselves by generating revenue for Adventure Box, through revenue sharing, are considered to be the most loyal. All models are developed in the sections that follow.



Strategy for revenue generation

A prerequisite for successfully implementing revenue models in the manner described above, and further developed below, is that a stable base of returning users is built up and that these users value the product or service offered sufficiently to accept the advertising they are exposed to or to want to spend money on the product. This in turn assumes that the underlying product or service is of high quality and offers added value to the users. The Company's investments over the past five years have been aimed at achieving these conditions.

When in time and to what extent revenue models are introduced in a service that was initially offered completely free of charge to users is an important consideration. The Company believes that its service has now reached a stable base of users and that there are conditions for further expanding this base soon, which is why revenue models will now be introduced on a larger scale. The Company has developed technical and administrative tools for introducing various revenue models and now are in position to publish them to users when the timing is deemed to be correct. This is the reason why the Company's operations have historically shown only marginal revenue.

Most of the revenue models described below can be offered by the Company technically and administratively today. To the extent that investments are required to use the described revenue models, this is shown in the section Planned development for the next 12 months. When, in what

way and to what extent the Company chooses to apply the revenue models are business considerations that the Company will continuously evaluate. The Company's primary goal for the foreseeable future is to increase its number of users, which is why growth will be prioritized over profitability. The Company's current base of users is not large enough to generate meaningful revenue even if the models below today are fully implemented. The Company will therefore introduce the models and applied pricing cautiously in order to not disturb user growth, in order to create long-term conditions for profitability. The Company also tests various applications, interfaces and price levels to determine how the models should be designed and what prices should be set to get optimum effect.

As described above, the Company believes that its main potential for growth is that users who play games shared at Adventure Box start to create games themselves and in turn share them with other users such that a condition of viral spread arises. The marketing the Company conducts aims to create the conditions for such a development, but it is not possible to predict when such a viral condition will be reached. The Company does not provide any forecasts for the number of users or revenue

REVENUE MODEL – ADVERTISING (B2C)

The Company already provides advertising through its website, albeit on a very small scale. The model is easy to apply and has the potential to generate revenue from all visitors to the Company's website, both those who create content and temporary visitors who only consume content. The parameter that, at least in the short term, controls the potential for advertising revenue is thus the number of visitors to the Company's website. However, even the time users spend on the platform is of value in this context, so active players who create games are valuable to the Company in this perspective as well.

The Company is of the opinion that users of digital services have a high degree of acceptance that services are financed through advertising and that as users of such services they are exposed to advertising. This view is supported by the fact that some major players only apply advertising models in their offers. This applies for example to YouTube and in the markets for computer games, crazygames.com and 4j.com (where Adventure Box games are shared today) can be mentioned as further examples.

So far, the advertising model has only been implemented for evaluation purposes, so the revenue has been insignificant. At the end of 2019 and early 2020, the number of displayed advertising messages will be gradually increased with the intention of generating more significant revenue. The Company also intends to start providing video advertising content, which implies a higher price for advertising sales than still images. In summary, the Company sees good opportunities to increase its revenues in this area by small means, albeit from low levels.

REVENUE MODEL – PAID CONTENT (B2C)

The Company has implemented internal means of payment ("currencies" referred to as Gold and Diamonds) within its game platform and a model for buying such means of payment for money since 2017. Payment solutions with payment/credit cards and via Paypal are fully implemented.

The revenue model is technically and administratively prepared and can begin to be applied in practice by offering extra content for sale within the Adventure Box platform. Users will be offered such alternatives to a greater extent during Q1 2020. However, the use of the model will be expanded cautiously and under close monitoring, in order to maintain the impression that the basic service the Company provides without charge is attractive and rich in content.

In the long term, the Company sees significant potential for generating revenue based on paid content, but also estimates that the growth of such revenue in the near future will be slower than in advertising revenue.

REVENUE MODEL – SUBSCRIPTIONS (B2C)

There are a number of examples of digital services that are offered to users free of charge, if they are exposed to advertising, but which are also available in a fee-based version where the user avoids the advertising. The Company believes that such models can be effective for segmenting customer groups and for creating offers that attract customers with different needs and conditions.

The Company plans to introduce a subscription offer called "Adventure Box Academy". In addition to avoiding advertising, subscribers should also have access to in-depth knowledge and improved conditions for creating games on the Company's platform. The intention is that online material should be provided and that online meetings with professional programmers be offered.

This revenue model is not ready to be offered to the Company's users at the date of the establishment of the Company Description but requires further work. The offer must be defined and both technical and administrative tools need to be prepared. The Company's assessment is also that human resources need to be provided for implementation and operations of the program. The concept is intended to be launched at the end of Q2 2020.

The Company believes that, in the long term, there are good opportunities for this model to generate revenue, but that an even greater added value with it is its potential to increase user loyalty as well as productivity and quality in subscribers' game development.

REVENUE MODEL – REVENUE SHARING (B2C)

As stated above, the Company believes that its growth potential lies in the fact that users create games that are shared with other users who in turn create new games. A decisive factor for the Company's success is thus that interesting games are created on its platform. The Company's added value of developed games increases if they are more widely shared. High-quality games have greater potential to inspire other users to develop their own games. It is therefore entirely in the Company's interest to create incentives for users to develop and share high quality games. The Company is therefore of the opinion that it is in the Company's interest to share revenue with its most active, creative and skilled users.

Fully implemented and successfully applied, revenue sharing could provide loyal ambassadors for the Company's offer, which at the same time both contributes to the Company's income and allows these users to generate meaningful income of their own.

The Company has already applied revenue sharing, selectively and manually administered, for a small number of users. However, the model requires additional work to be effectively provided to a wider range of users. The intention is to introduce, by Q3 2020, an automatically managed revenue sharing model with the Company's users.

The Company believes that, in the long term, there are good opportunities for this model to indirectly generate revenue for the Company and that a great added value with it is its potential to increase user loyalty. Although the order of magnitude is not relevant at the moment, it can be mentioned as reference that Roblox for 2019 hopes to pay out over \$ 100 million in compensation to game creators on its platform.

PLANNED PRODUCT DEVELOPMENT FOR THE NEXT 12 MONTHS

Over the past five years, the Company has invested significant resources in developing its platform into the complete, market-tested and launched offering it represents today. The Company operates according to fast-moving agile software development principles and has

historically released an updated version of the platform on average every two weeks. This enables the Company to continuously adapt how the platform develops, not least based on measured user behavior.

It is also a natural part of the Company's ongoing operations to add and adapt tools and content on the platform. This section does not aim to describe this continuous development, but primarily aims to clarify how the capital made available to the Company through its latest issue is intended to be utilized, and what development these funds are expected to enable.

2019 Q4	2020 Q1	2020 Q2	2020 Q3
<ul style="list-style-type: none"> • Playing on smartphones and tablets (iOS and Android) • Import of the new Minecrafts file format • Further improvements to technical stability 	<ul style="list-style-type: none"> • Support for user created models and content • Public user profiles • Payment opportunities while configuring characters. • Video ads 	<ul style="list-style-type: none"> • A marketplace where users can trade with each other. • Academy subscriptions • A script language for more advanced game creation 	<ul style="list-style-type: none"> • Revenue sharing with users • Better support for animation • Multi maker for social game creation

The development shown in the table above is intended to be carried out with the Company's existing working capital at the time of the Company description. Several of the development efforts are linked to the revenue models described above and others are being developed in the upcoming section, Future Opportunities.

An important ongoing activity is to develop support for playing games on the Company's platform via mobile devices. As stated in other sections, it is an important element of the Company's strategy to make its platform accessible to as large groups of users as possible and to reach mobile devices is an important part of this context.

Another activity of the above that is worth mentioning in particular is the Company's intention to enable users to both create and play games together with others. The phenomenon of creating and sharing content is inherently social and the Company's platform could be seen as a social media, albeit for sharing more advanced content than is the case for other social media. To enable creation and gaming in groups, regardless of where in the world users are located, the Company believes will add another social dimension to the users of the platform.

FUTURE OPPORTUNITIES

This section describes the opportunities identified by the Company for further development of its platform and offering, but which are later in the future and / or which are deemed to require resources in addition to the Company's existing working capital in order to be implemented, at least on a larger scale. The Company believes that it is relevant to inform readers about such future opportunities, although there is considerably greater uncertainty about whether these will materialize, and in such cases when.

One way of generating revenue in the future, which the Company has already tested, is through B2B collaborations in project form. This could be seen as the Company performing work on a

consultancy basis or providing its platform under license to professional users, for a purpose other than producing gaming content. The most intuitive purpose of such a project would be that the licensee wants to advertise their product in a creative way. Instead of producing a commercial, radio jingle or social media campaign, the Company could place its product inside a simple computer game that allows consumers to approach and familiarize themselves with the product in an entertaining and innovative way. The Company has carried out a couple of such projects with promising results. Thus, the possibility exists today to selectively, opportunistically and on a small scale carry out such campaigns. However, developing this for marketing as a commercial offering would require additional resources, which has not been taken into account in planning for the next 12 months.

Another possibility the Company sees great long-term potential in is to open integration to other platforms and games to a greater extent. The Company sees its integration with Minecraft as an important initiative and may seek more opportunities to open other channels to import content into its platform.

A further possibility the Company sees in the longer term, and which is not planned for within the next 12 months, is to establish support for virtual and augmented reality, which in the future is considered an increasingly important component of computer gaming. However, the Company will only prioritize this when it is expected to have a good effect on the user base or revenue.

ORGANIZATION

The organization today consists of eight full-time employees, two full-time consultants, seven part-time consultants and one part-time intern. A total of ten people full-time and eight part-time. Two people work in Paris (France) and one works in Seville (Spain). The remainder works in Stockholm (Sweden). Of these, four are full-time programmers and one a part-time programmer. The Company is working to recruit two more programmers to Stockholm in Q4 2019 and to establish a relationship with a development company in a country where programming skills can be utilized at a lower cost than where the Company is operating today. The Company estimates that its need to employ such competence remotely amounts to about four full-time positions.

The Company's Board of Directors and management group are described under the section "Board of Directors, senior executives and auditors".

In summary, the Company believes that it has access to solid expertise in both technology and business development at both the board and the operational level. The Company is in a growth phase and will continuously review its need for additional human resources.

SELECTED FINANCIAL INFORMATION

The section below presents the historical financial performance of Adventure Box for the financial years 2016/17 and 2017/18 as well as for the first twelve months of 2018/19 as well as for the thirteen first months of an extended financial year, also with numbers for the previous year's thirteen months to achieve comparability. The information for 2016/17 and 2017/18 financial years is taken from the Company's audited annual reports for each financial year. The information for the first twelve and thirteen months for 2018/19 and 2017/18 has been prepared for the purpose of being included in this Company Description. Previous years' accounting period has been 1 Sep-31 Aug, but during the beginning of 2019 has been changed to a calendar year. As a result, the Company's current calendar year has been extended and will refer to the period 1 Sep 2018 - 31 Dec 2019.

The information below should be read in conjunction with the section "Comments on the financial information". In addition to the above-mentioned annual reports, no information in this Company Description has been audited or reviewed by the Company's auditor.

The Company's annual reports for 2017/18 and 2016/17 and the interim report September 2018 - August 2019 and the interim report September 2017 - September 2018 and September 2018 - September 2019 have been prepared in accordance with the Swedish Annual Accounts Act and statements and general advice in accordance with BFNAR 2012: 1, so-called K3.

Income Statement

SEK 000's

Adventure Box Technology AB (publ.)

	1 Sept-30 Sept 2018/19 13 months	1 Sept-30 Sept 2017/18 13 months	1 Sept-31 Aug 2018/19 13 months	1 Sept -31 Aug 2017/18 full year	1 Sept -31 Aug 2016/17 full year
Revenues					
Net sales	0	0	0	0	0
Capitilization of personnell development costs	3 601	1 540	3 273	1 409	1 657
Other operating revenues	294	249	252	233	160
Total operating revenues	3 895	1 789	3 525	1 642	1 817
Operating Expenses					
Purchased consultancy services	0	0	0	0	-46
Other operating expenses	-1 183	-424	-987	-399	-327
Personnell expenses	-4 479	-2 146	-3 989	-1 955	-2 226
Depreciation	-1	-1	-1	-2	0
Total operating expenses	-5 663	-2 571	-4 977	-2 356	-2 599
Operating income	-1 768	-782	-1 452	-714	-782
Income from Financial Investments					
Financial net	-150	-23	-137	-39	0
Income after financial items	-1 918	-805	-1 589	-753	-782
Taxation	0	0	0	0	0
Net income	-1 918	-805	-1 589	-753	-782

Balance Sheet

SEK 000's

Adventure Box Technology AB (publ.)

	30 Sept 2019	30 Sept 2018	31 Aug 2019	31 Aug 2018	31 Aug 2017
Assets					
<i>Receivable for share capital not yet paid</i>					
Receivable for share capital not yet paid					2 496
Non-current Assets					
<i>Intangible assets</i>					
Capitalized R&D	26 958	19 386	26 572	19 043	14 897
<i>Tangible assets</i>					
Equipment and chemical library	15	20	16	21	0
<i>Financial assets</i>					
Shares in subsidiary	0	0	13	13	13
Other long-term financial assets	0	70	0	70	70
Total non-current assets	26 973	19 476	26 601	19 147	14 980
Current Assets					
Intercompany trade receivables	0	0	0	45	115
Trade receivables and other receivables	748	70	374	75	153
Cash and cash equivalents	15 715	175	16 759	246	15
Total current assets	16 463	245	17 133	366	283
TOTAL ASSETS	43 436	19 721	43 734	19 513	17 759
Equity and Liabilities					
<i>Equity</i>					
Restricted equity	17 734	9 015	17 348	9 015	8 403
non-restricted equity	22 535	7 256	23 250	7 308	5 726
Total equity	40 269	16 271	40 598	16 323	14 129
<i>Provisions and Liabilities</i>					
Long-term liabilities	804	1 425	885	1 929	2 433
Short-term liabilities	2 363	2 025	2 251	1 261	1 197
Total provisions and liabilities	3 167	3 450	3 136	3 190	3 630
TOTAL EQUITY and LIABILITIES	43 436	19 721	43 734	19 513	17 759

Cash-Flow Analysis

SEK 000's

Adventure Box Technology AB (publ.)

Cash-flow from operating activities

	1 Sept-30 Sept 2018/19 13 months	1 Sept-30 Sept 2017/18 13 months	1 Sept-31 Aug 2018/19 full year	1 Sept -31 Aug 2017/18 full year	1 Sept -31 Aug 2016/17 full year
Operating income after financial items	-1 918	-805	-1 589	-753	-782
Depreciation	5	1	1	2	0

Cash-flow from operating activities before working capital change

Change in working capital	142	2 169	740	209	277
Cash-flow from operating activities	-1 771	1 365	-848	-542	-505

Investment activities

Change of long-term financial assets	70	0	70	0	0
Investments in intangible assets	-7 572	-4 936	-7 529	-4 146	-4 759
Investments in tangible assets	0	0	0	-23	0

Cash-flow from investment activities

FREE CASH-FLOW available to INVESTORS	-9 273	-3 571	-8 307	-4 711	-5 264
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Financing activities

Repayments on loans	-1 125	-240	-1 044	-504	0
New loans	0	0	0	0	69
Capital injections	25 867	3 971	25 864	5 446	4 606

Cash-flow from financing activities

CASH-FLOW for the PERIOD	15 469	160	16 513	231	-589
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Cash and cash equivalents at the beginning of the period	246	15	246	15	604
Cash and cash equivalents at the end of the period	15 715	175	16 759	246	15

Report on change in equity

Adventure Box Technology AB (publ.) 1 Sept 2017-30 Sept 2018

	Share capital	Other capital contributions	Accumulated deficit	Total equity
Opening balance 2017-09-01	99	20 628	-6 591	14 136
<i>Comprehensive income</i>				
Net income for the period			-805	-805
Total comprehensive income	0	0	-805	-805
<i>Transactions with shareholders</i>				
Capital injections	13	2 942		2 955
Costs related to issue of shares		-15		-15
Total transactions with shareholders	13	2 927	0	2 940
Closing balance 2018-09-30	112	23 555	-7 396	16 271

Adventure Box Technology AB (publ.) 1 Sept 2018-30 Sept 2019

	Share capital	Other capital contributions	Accumulated deficit	Total equity
Opening balance 2018-09-01	112	23 555	-7 344	16 323
<i>Comprehensive income</i>				
Net income for the period			-1 918	-1 918
Total comprehensive income	0	0	-1 918	-1 918
<i>Transactions with shareholders</i>				
Bonus issue	518	-518		0
Option premiums		68		68
Capital injections	284	25 546		25 830
Costs related to issue of shares		-34		-34
Total transactions with shareholders	284	25 580	0	25 864
Closing balance 2019-09-30	914	48 617	-9 262	40 269

COMMENTS ON FINANCIAL DEVELOPMENTS

The information below should be read in conjunction with the section "Selected financial information" and the audited accounts for 2016/17 and 2017/18.

COMMENTS ON THE FINANCIAL INFORMATION

The financial information below regarding September 1, 2018 - September 30, 2019 and regarding September 1, 2018 - August 31, 2019 has not been audited by the Company's auditor.

COMPARISON BETWEEN THE PERIODS 1 SEPTEMBER 2018 - 30 SEPTEMBER 2019 (13 MONTHS) AND FIGURES ACCORDING TO THE UNAUDITED REPORT FOR THE PERIOD 1 SEPTEMBER 2017 - 30 SEPTEMBER 2018.

Net sales for the period amounted to SEK 0 (0)

Operating expenses

The Company's operating expenses during the period amounted to SEK 5,663 thousand (SEK 2,571 thousand), mostly due to increased marketing costs and costs in connection with preparations for listing on First North.

Profit after financial items

Earnings after financial items for the period amounted to SEK -1,918 thousand (-805 thousand), the increased negative result compared with the previous year is due to increased marketing costs and costs in connection with preparations for listing on First North and a write-down of SEK 64 thousand of the intercompany receivable caused by closing down a subsidiary in the UK.

Cash flow from operating activities

Cash flow from operating activities for the period amounted to TSEK -1,771 (TSEK 1,365), mostly due to increased operating expenses as above.

Investment in development expenditure

Investments in development expenses amounted to SEK 7,572 thousand (SEK 4,936 thousand), an increase compared to the previous year due to increased investments in the development of the Company's products. The number of programmers increased from three to five during the year, while the use of sub-consultants increased.

Cash flow from financing activities

New issues were completed during the period to a value of SEK 25,867 thousand (SEK 3,971 thousand), thanks to some minor new issues at the beginning of the financial period and a larger one of approximately SEK 20.5 million in June 2019. Amortizations have been made on loans from ALMI and UIC with 1 125 TSEK (240 TSEK).

Equity

Equity as of September 30 amounted to SEK 40,269 thousand (SEK 16,271 thousand), the increase being due largely to the new issues mentioned above.

Liabilities

As of September 30, the Company's liabilities amount to SEK 804 thousand (SEK 1,425 thousand) and short term to SEK 2,251 thousand (SEK 1,261 thousand). The long-term liabilities consist partly of credits from Almi Företagspartner Uppsala AB ("Almi") SEK 654 (1,183) and a loan from Uppsala Innovation Center AB ("UIC") of SEK 150 (326). Current liabilities relate to current liabilities of Almi SEK 343 thousand (SEK 211 thousand) and UIC SEK 150 thousand (SEK 150 thousand), accounts payable SEK 320 thousand (SEK 425 thousand), other liabilities SEK 41 thousand (SEK 122 thousand) and accrued expenses 1,509 (SEK 1,117 thousand)), where the increase is mostly due to services not yet invoiced in connection with listing of the Company on First North.

Cash and cash equivalents as of September 30 amounted to SEK 15,715 thousand (SEK 175 thousand), the increase being largely due to the new issues mentioned above.

COMPARISON BETWEEN THE PERIODS 1 SEPTEMBER 2018 - 31 AUGUST 2019 AND FIGURES ACCORDING TO THE AUDITED ANNUAL REPORT FOR THE PERIOD 1 SEPTEMBER 2017 - 31 AUGUST 2018.

Operating income

Net sales for the period amounted to SEK 0 (0)

Operating expenses

The Company's operating expenses during the period amounted to TSEK 4,977 (TSEK 2,356), mostly due to increased marketing costs and costs in connection with preparations for listing on First North.

Profit after financial items

Profit after financial items for the period amounted to SEK -1,589 thousand (-753 thousand), the increased negative result compared with the previous year is due to increased marketing costs and expenses in connection with preparations for listing on First North and a write-down of SEK 64 thousand of the receivable. at subsidiaries in the UK that are being wound up.

Cash flow from operating activities

Cash flow from operating activities for the period amounted to TSEK -848 (TSEK -542), mostly due to increased operating expenses as above.

Investment in development expenditure

Investments in development expenses amounted to SEK 7,529 thousand (SEK 4,146,000), an increase compared with the previous year due to increased investments in the development of the Company's products. The number of programmers increased from three to five during the year, while the use of sub-consultants increased.

Cash flow from financing activities

New issues were completed during the period to a value of SEK 25,864 (5,446), thanks to some minor new issues at the beginning of the financial period and a larger one of approximately SEK

20.5 million in June 2019. Amortization has been made on loans from ALMI and UIC with 644 TSEK (TSEK 504).

Equity

Equity as of 31 August amounted to SEK 40,598 thousand (SEK 16,323 thousand), the increase being largely due to the new issues mentioned above.

Liabilities

As of August 31, the Company's liabilities amounted to SEK 885 thousand (SEK 1,929 thousand) and short term to SEK 2,251 thousand (SEK 1,261 thousand). The long-term liabilities consist partly of credits from Almi Företagspartner Uppsala AB ("Almi") SEK 735 thousand (SEK 1,183 thousand) and a loan from Uppsala Innovation Center AB ("UIC") of SEK 150 thousand (SEK 326 thousand). Current liabilities relate to current liabilities of Almi SEK 343 thousand (SEK 211 thousand) and UIC SEK 150 thousand (SEK 150 thousand), accounts payable SEK 404 thousand (SEK 594 thousand), other liabilities SEK 35 thousand (SEK 122 thousand) and accrued expenses 1,319 (SEK 184 thousand) , where the increase is mostly due to services not yet billed in connection with listing of the Company on First North.

Cash and cash equivalents as of August 31 amounted to SEK 16,759 thousand (SEK 246 thousand), the increase

COMPARISON OF AUDITED ANNUAL REPORTS SEPTEMBER 1, 2017 - AUGUST 31, 2018 AND SEPTEMBER 1, 2016 - AUGUST 31, 2017.

Operating income

Net sales for the period amounted to SEK 0 (0)

Operating expenses

The Company's operating expenses during the period amounted to SEK 2,356 thousand (SEK 2 599 thousand), mostly due to reduced marketing and consulting costs.

Profit after financial items

Profit after financial items for the period was SEK -753 thousand (-782 thousand), the change is due to reduced operating costs.

Cash flow from operating activities

Cash flow from operating activities for the period amounted to SEK -542,000 (-505,000), mostly due to increased changes in working capital.

Investment in development expenditure

Investments in development expenditures amounted to SEK 4,146,000 (4,759), a decrease compared to the previous year due to reduced investments in the development of the Company's products.

Cash flow from financing activities

New issues were completed during the period to a value of SEK 5,446 (4,606), thanks to four (four) smaller new issues. Payments have been made on loans from ALMI and UIC with SEK 504 thousand (0 thousand).

Equity

Equity at 31 August amounted to SEK 16,323 thousand (SEK 14,129 thousand), the increase due to new issues and earnings.

Liabilities

As of August 31, the Company's liabilities amounted to SEK 1,929,000 (SEK 2,433,000) and short-term to SEK 1,261,000 (SEK 1,197,000). The long-term liabilities consist of credits from Almi SEK 1,183 thousand (SEK 1,101 thousand) and a loan from UIC of SEK 326 thousand (SEK 427 thousand) and a convertible debt of SEK 420 thousand (SEK 544 thousand). Current liabilities relate to current liabilities of Almi SEK 211 thousand (SEK 211 thousand) and UIC SEK 150 thousand (SEK 150 thousand), accounts payable SEK 594 thousand (SEK 240 thousand), other liabilities SEK 122 thousand (SEK 140 thousand) and accrued expenses 184 (SEK 456 thousand).

Cash and cash equivalents as of 31 August amounted to SEK 246 thousand (SEK 15 thousand), the increase being largely due to the aforementioned new issues, less development costs and operating expenses.

EQUITY, LIABILITIES AND OTHER FINANCIAL INFORMATION

On September 30, 2019, the Company's equity amounted to SEK 40.6 million (the previous year's figures refer to 31 August 2018) (SEK 16.3 million) and cash and cash equivalents amounted to SEK 16.8 million (SEK 0.2 million). The equity / assets ratio at September 30, 2019 was 93 percent (84 percent) and equity per share was SEK 4.44.

EQUITY AND NET DEBT

The tables in this section report on the Company's capitalization and indebtedness as of September 30, 2019. See section "Shares, share capital and ownership conditions" for further information on, among other things, the Company's share capital and shares. The Company's current operations are mainly financed through equity.

Equity and liabilities SEK 000's	30 Sept 2019
Short-term interest-bearing liabilities	
	0
With collateral	493
Without collateral	0
Total short-term interest-bearing liabilities	493
Long-term liabilities	
	0
With collateral	783
Without collateral	21
Total Long-term liabilities	804
Equity	
Share capital	914
Premium fund	43 924
Other reserves	14 996
Retained earnings	-19 025
Period net income	-1 918
Total equity	38 891
Total equity and liabilities	40 188
Net indebtedness, SEK 000's	30 Sept 2019
(A) Cash	15 715
(B) Cash equivalents	
(C) Trading securities	
(D) total Liquidity (A)+(B)+(C)	15 715
(E) Current financial receivables	748
(F) Current bank debt	
(G) Current portion of non-current debt	493
(H) Other current financial debt	1 870
(I) Net current financial indebtedness (F)+(G)+(H)	2 363
(J) Netto kortfristig skuldsättning (I)-(E)-(D)	-14 100
(K) Non-current bankloans	0
(L) Bonds issued	0
(M) Other non-current financial debt	804
(N) Non-current financial indebtedness (K)+(L)+(M)	804
(O) Net financial indebtedness (J)+(N)	-13 296

NET DEBT

Since the Company is mainly financed through owner contributions through new issues and the Company's total interest-bearing liabilities did not exceed SEK 2.5 million at any time, the Company has always had a negative net debt, that is, the Company has at all times a net asset.

TANGIBLE FIXED ASSETS

Investments in tangible fixed assets were made with SEK 23 thousand in 2017/18 and relate to IT equipment.

INTANGIBLE ASSETS

Investments in intangible fixed assets are made in the form of game development and have been made with SEK 4,759,000 in 2016/17 and with SEK 4,146,000 in 2017/18. So far during the current financial year, investments have been made with SEK 7,572 thousand.

WORKING CAPITAL STATEMENT

The Board of Directors believes that the Company's existing working capital is sufficient for the planned operations for the coming twelve-month period. Until the Company has a proven earning capacity, the Company intends to finance the business through equity limitations

As far as the Board is aware, there are no restrictions on the use of capital that could materially affect operations.

COMMENTS FROM THE COMPANY'S AUDITOR

No comments are found in the audit reports for the historical financial information covered by the Company Description.

TRENDS AND UNCERTAINTIES

There are no trends in production, sales and inventory, costs and sales prices during the current fiscal year until the date of the Company description.

In addition to what is stated in the section "Risk factors" in this Company description, the Company does not know of any other trends, uncertainty factors, potential claims or other requirements, commitments or events that could have a material impact on the Company's outlook during the current year.

SIGNIFICANT EVENTS AFTER THE END OF THE REPORTING PERIOD

No significant events have occurred regarding the Company's financial position or position in the market since September 30, 2019.

OTHER CIRCUMSTANCES

In addition to what is stated in this Company Description, the Company does not know of any public, economic, tax, monetary or other policy measures that, directly or indirectly, could have a significant impact or could significantly affect the Company's operations.

SHARES, SHARE CAPITAL AND OWNERSHIP

SHARE CAPITAL AND SHARES

The Company's registered share capital per day for the Company description amounts to SEK 914,240, distributed on 9,142,400 shares, each with a quotient value of SEK 0.10. The shares in the Company have been issued in accordance with Swedish legislation and are denominated in Swedish kronor (SEK). The shares in the Company are only issued in one class of shares and have been issued in accordance with Swedish law. All issued shares are fully paid-up and freely transferable, subject to certain restrictions as set out below ["Lock-up agreement" and] "Ownership conditions". According to the Company's Articles of Association, the share capital may not be less than SEK 500,000 and not to exceed SEK 2,000,000, distributed on no fewer than 5,000,000 shares and no more than 20,000,000 shares.

Each share entitles to one vote at the Annual General Meeting. At the Annual General Meeting, each voting member may vote for the full number of shares held or represented without restrictions in the voting right. All shares are fully paid and give equal rights to share in the Company's assets and earnings. In case of liquidation of the Company, shareholders are entitled to a share of profits in relation to the number of shares held by the shareholder.

Shareholders normally have preferential rights to subscribe for new shares, warrants and convertible debentures in accordance with the Companies Act, unless the AGM or the Board of Directors, with the support of the AGM's authorization, decides on deviation from the shareholders' preferential right.

The shares in the Company are not subject to an offer made as a result of redemption rights or redemption obligation.

The table below shows the development of share capital since the Company was formed.

SHARE CAPITAL DEVELOPMENT

Year	Transaction	Number of shares		Share capital (SEK)		Share price (SEK)	Quotient (SEK)
		Change	Total	Change	Total		
2014	Formation	500	500	50 000,00	50 000,00	100	100,00
2014	Right issue	58	558	5 800,00	55 800,00	10 000	100,00
2014	Right issue	65	623	6 500,00	62 300,00	21 505	100,00
2014	Right issue	30	653	3 000,00	65 300,00	24 077	100,00
2015	Right issue	16	669	1 600,00	66 900,00	24 077	100,00
2015	Right issue	36	705	3 600,00	70 500,00	25 000	100,00
2015	Right issue	22	727	2 200,00	72 700,00	25 000	100,00
2015	Right issue	13	740	1 300,00	74 000,00	25 000	100,00
2015	Right issue	1	741	100,00	74 100,00	25 000	100,00
2015	Right issue	40	781	4 000,00	78 100,00	25 000	100,00
2016	Split	780 219	781 000	-	78 100,00	-	0,10
2016	Right issue	8 000	789 000	800,00	78 900,00	25	0,10
2016	Right issue	14 357	803 357	1 435,70	80 335,70	28	0,10
2016	Right issue	29 500	832 857	2 950,00	83 285,70	32	0,10
2016	Right issue	41 025	873 882	4 102,50	87 388,20	32	0,10
2016	Right issue	12 125	886 007	1 212,50	88 600,70	32	0,10
2016	Right issue	82 346	968 353	8 234,60	96 835,30	32	0,10
2017	Right issue	19 348	987 701	1 934,80	98 770,10	32	0,10
2017	Right issue	16 317	1 004 018	1 631,70	100 401,80	64	0,10
2017	Right issue	16 380	1 020 398	1 638,00	102 039,80	46	0,10
2017	Right issue	31 773	1 052 171	3 177,30	105 217,10	55	0,10
2018	Right issue	5 435	1 057 606	543,50	105 760,60	46	0,10
2018	Right issue	23 018	1 080 624	2 301,80	108 062,40	55	0,10
2018	Right issue	26 991	1 107 615	2 699,10	110 761,50	55	0,10
2018	Right issue	32 520	1 140 135	3 252,00	114 013,50	55	0,10
2018	Right issue	9 000	1 149 135	900,00	114 913,50	55	0,10
2018	Right issue	20 781	1 169 916	2 078,10	116 991,60	55	0,10
2018	Stock dividend issue	-	1 169 916	384 486,50	501 478,10	-	ca. 0,43
2019	Right issue	4 900	1 174 816	2 100,36	503 578,46	30	ca. 0,43
2019	Right issue	35 488	1 210 304	15 211,74	518 790,20	30	ca. 0,43
2019	Right issue	1 889	1 212 193	809,71	519 599,91	30	ca. 0,43
2019	Right issue *	83 144	1 295 337	35 639,22	555 239,13	9	ca. 0,43
2019	Right issue	488 672	1 784 009	209 466,58	764 705,71	38	ca. 0,43
2019	Right issue *	10 393	1 794 402	4 454,90	769 160,62	9	ca. 0,43
2019	Right issue	19 829	1 814 231	8 499,59	777 660,21	38	ca. 0,43
2019	Right issue	14 249	1 828 480	6 107,76	783 767,96	38	ca. 0,43
2019	Stock dividend issue	-	1 828 480	130 472,03	914 240,00	-	0,50
2019	Split	7 313 920	9 142 400	-	914 240,00	-	0,10

* The reasons that two right issues were conducted during 2019/8 at a lower valuation is that it was strategically important to the Company that these investors became shareholders.

AUTHORIZATION

At an Extraordinary General Meeting on July 9, 2019, it was resolved to authorize the Board to decide on one or more occasions before the next Annual General Meeting on the issue of new shares, warrants and convertibles against cash payment or payment through set-off or in-kind property. When deciding on the issue, the Board may deviate from the shareholders' preferential right. If the issue is decided with deviation from the shareholders' preferential rights, the number of shares issued in total may not exceed 20 percent of the number of shares in the Company. The reason for the deviation from the shareholders' preferential rights is that the Board should be able to raise working capital and connect new stakeholders to the business.

INCENTIVE PROGRAMS

On February 15, 2016, the Board of Directors resolved, on the authority of the Annual General Meeting on December 4, 2015, to introduce an option program of the series 2016/2019 whereby 15,780 warrants were issued to the Company's employees, consultants and Board members. During the period from April 15, 2016 to April 30, 2019, a warrant warranted subscription of a new common stock in the Company at a price of SEK 9.40 per share. At the Annual General Meeting on November 30, 2018, it was resolved to extend the subscription period until May 31, 2020. Since February 15, 2016, a number of changes in the Company's share capital have taken place, which has led to a recalculation according to the terms of the warrants. After recalculation, the total number of warrants in the stock option program is 78,900 warrants, of which 31,560 warrants are repurchased by the Company in accordance with the terms of the warrants. As of the date of this Company Description, 47,340 warrants are held by the Company's employees, consultants or board members. After the translation, each subscription option entitles the holder to subscribe for one ordinary share at a price of SEK 9.40 per share. At full subscription, the warrants bring in SEK 2,224,980 by issuing 47,340 new shares, which corresponds to a dilution of approximately 0.52 percent.

On 19 September 2017, the Board of Directors resolved, on the authority of the Annual General Meeting on 18 November 2016, to introduce an option program of the 2017/2020 series, whereby 22 022 warrants were issued to the Company's employees, consultants and Board members. Since September 19, 2017, a number of changes in the Company's share capital have taken place, which has led to a recalculation according to the terms of the warrants. After recalculation, the total number of warrants in the stock option program is 110,110 warrants. As of the date of this Company Description, 110,110 warrants are held by the Company's employees, consultants or board members. After recalculation, a subscription option during the period from October 1, 2017 to October 1, 2020 entitles the holder to subscribe for a new common stock in the Company at a price of SEK 20 per share. Upon full subscription, the warrants bring in SEK 2,202,200 by issuing 110,110 new shares, which corresponds to a dilution of approximately 1.19 percent.

On March 28, 2019, the Board of Directors resolved, on the authority of the Annual General Meeting on November 30, 2018, to introduce an option program of the 2019/2022 series, whereby 57,300 warrants were issued to the Company's employees, consultants and Board

members. Since March 28, 2019, a number of changes in the Company's share capital have taken place, which has led to a recalculation according to the terms of the warrants. After recalculation, the total number of warrants in the options program is 286,500 warrants. As of the date of this Company Description, 286,500 warrants are held by the Company's employees, consultants or board members. A warrant entitles the holder to subscribe for a new common stock in the Company during a period from 10 May 2019 to 9 May 2022 at a price of SEK 9.40 per share. Upon full subscription, the warrants bring in SEK 2,693,100 by issuing 286,500 new shares, which corresponds to a dilution of approximately 3.04 percent.

WARRANTS

The Extraordinary General Meeting on July 9, 2019 decided to issue a maximum of 2,613,750 warrants. Two warrants entitle the holder to subscribe for a new share in the Company during the period from 1 November 2019 to 30 September 2021. During the period November 1, 2019 through March 31, 2020, two warrants entitle to subscribe for one share at a price of SEK 10 per share. During the period from 1 April 2020 to 30 September 2021, two warrants entitle to subscribe for one share at a price of SEK 16 per share. Upon full subscription, the warrants bring in between SEK 13,068,750 and SEK 20,910,000 by issuing 1,306,875 new shares, which corresponds to dilution of approximately 12.51 percent.

AGREEMENT ON LOCK-UP

The Board of Directors and management have undertaken not to divest their direct and / or indirect ownership of the Company without written consent for a period of twelve months from the first trading day. The agreement can, however, be waived if shares are sold in accordance with the terms of a public takeover offer in respect of the Company's shares or if the shares are sold.

The persons / companies covered by the undertaking are; Peter Lönnqvist, Vision & Profitability AB, Christopher Kingdon, Lorange Andreassen, Staffan Eklöw, Christine Rankin, Claes Kalborg, Barnstorm AB, Rickard Riblom, Senex Rex LLC, Cléo Hayes-McCoy and Robert O'Leary Consulting. At the date of this Company Description, the shares under lock-up correspond to 29.7 percent of the shares and votes in the Company.

CENTRAL SECURITIES DEPOSIT

The shares in the Company are registered in electronic form in accordance with reconciliation conditions in the Articles of Association. The share book is kept by Euroclear, with address Euroclear Sweden AB, Box 191, 101 23 Stockholm.

TRADING THE ADVENTURE BOX SHARE

The Company has applied for the Company's shares to be admitted to trading on First North. The first trading day on First North is expected to be around 2019-12-02. The share has ISIN code SE0012955276 and the short name ADVBOX.

DIVIDEND POLICY

In Swedish companies, the dividend must be proposed by the Board and resolved by the Annual General Meeting in accordance with the Companies Act and the Articles of Association. No

dividend is intended to be paid over the next few years. No dividend has been paid during the past two financial years.

In considering the proposed dividend for the future, the Board will consider several factors, including the Company's operations, operating income and financial position, current and expected liquidity needs, expansion plans, contractual restrictions and other significant factors.

The right to any dividend shall be added to the person who is registered as the holder of shares in the share register kept by Euroclear on the record date for dividend determined by the Annual General Meeting. If shareholders cannot be reached through Euroclear, the shareholder's claim against the Company regarding the amount of the dividend remains and is limited in time only by rules on limitation. Upon limitation, the dividend is accrued to the Company. Neither the Companies Act nor the Company's Articles of Association contain restrictions regarding the right to dividend to shareholders outside Sweden. In addition to any restrictions resulting from banking or clearing systems in the relevant jurisdictions, payment to such shareholders is made in the same way as to shareholders domiciled in Sweden. However, for shareholders who are subject to limited tax liability in Sweden, Swedish coupon tax is normally payable, see the section "Some tax issues in Sweden".

OWNERSHIP

The table below shows the Company's major shareholders (which means shareholders who hold more than 5 percent of the votes and capital) per day of the Company description. It exists to the extent that the Board is aware of no shareholder agreements or similar agreements between existing or future shareholders in the Company with the aim of creating joint influence over the Company. For information on directors 'and senior executives' shareholdings in the Company, see the section "Board of Directors, senior executives and auditors".

Shareholders	Shares	Ownership
Christopher Kingdon	838 395	9,2%
Cléo Hayes McCoy incl fully owned company (Robert O'Leary Consulting)	838 395	9,2%
Professionell Ägarstyrning i Sverige AB	557 650	6,1%
Lorang Andreassen	477 620	5,2%
Others (252)	6 439 340	70,3%
	9 142 400	100,0%

BOARD OF DIRECTORS, SENIOR EXECUTIVES AND AUDITORS

BOARD

According to the Company's Articles of Association and the Companies Act, the Board of Directors shall consist of a minimum of 3 and a maximum of 10 members. The Company's Board of Directors consists of 6 ordinary members elected by the AGM, including the Chairman of the Board, who have been elected for the period up to the end of the 2019 AGM.

The table below shows whether each board member is dependent or independent in relation to the Company, the Company's management and in relation to major shareholders (which means shareholders who hold more than 10 percent of the votes and capital).

Director	Independent in relation to the Company and the Company's management	Independent in relation to major shareholders
Peter Lönnqvist	Yes	Yes
Lorang Andreassen	Yes	Yes
Staffan Eklöv	Yes	Yes
Christine Rankin	Yes	Yes
Christopher Kingdon	No	Yes
Claes Kalborg	Yes	Yes

Peter Lönnqvist

Chairman of the Board since 2014.

Born: 1953.

Education: BBA, Stockholm School of Economics.

Other ongoing assignments: President and Board member of Cambista AB, Vision & Profitability in Stockholm Aktiebolag and Fastighets AktieBolaget Drevet. Chairman of the Board of Deer Meadow Consulting AB.

Previous assignments for the past five years: Chairman of the board of Aktiebolaget Biggan's Products.

Other relevant experience: Peter has long experience of board work, including as chairman of the board of two gaming companies and a Venture Capital company, Företagsbyggarna Business Builders AB.

Shareholding in the Company: 377,500 (including 100,000 shares through the partly owned company Cambista AB and 2,500 through the wholly owned company Vision and Profitability AB. Shareholding in the Company: 72,800.

Independent in relation to the Company and the Company's management: Yes.

Independent of major shareholders: Yes.

Lorang Andreassen

Board member since 2016.

Born: 1956.

Education: Diploma in Marketing, Berghs School of Communication, Stockholm.

Other ongoing assignments: Board member of Intergalaxy Group Sweden AB, Investment & Consulting letcon AB and Design of Europe Invest AB.

Previous assignments for the past five years: Chairman of the Board of Design of Europe Invest AB.

Other relevant experience: Lorang has previous experience as a retail entrepreneur and more than 20 years in the gaming industry.

Shareholding in the Company: 477 620.

Shareholding in the Company: 25,000.

Independent in relation to the Company and the Company's management: Yes.

Independent of major shareholders: Yes.

Staffan Eklöv

Board member since 2018.

Born: 1957.

Education: Law degree and economics degree, Stockholm University.

Other ongoing assignments: Chairman of the Board of Vobling AB, Virtual Brains AB, Bublar Group AB (publ), Modern Care Initiatives AB and Bublar Group Optioner AB. Member of the Board of Lennart Nilsson Photography AB, MedingsCentrum Sverige AB, Eklöv Business Law AB and Nliven Technology AB.

Previous assignments for the past five years: Chairman of Onside TV-Production AB, Onside Arena Productions, BellPal AB and Exformation Care AB. Member of the Board of Solvalla Utvecklings AB, HDR Sweden AB, K41 Holding AB and Aktiebolaget Solvalla Travbana.

Other relevant experience: Staffan has 30 years of legal experience as a business lawyer in law firms and within companies. Staffan has experience as chief legal officer at TV4 and as Managing Partner at Law Firm Lindahl.

Shareholding in the Company: 7,500.

Shareholding in the Company: 25,000.

Independent in relation to the Company and the Company's management: Yes.

Independent of major shareholders: Yes.

Christine Rankin

Board member since 2018.

Born: 1964.

Education: BSc. BA, Stockholm University.

Other ongoing assignments: Head of Corporate Control, Veoneer AB.

Previous assignments over the past five years: Board member of Come On Stockholm AB, Cherry Spelglädje AB and Spotify Sweden AB.

Other relevant experience: Christine has previous experience as CFO of Cherry AB (publ) and as interim CFO of Serneke AB.

Shareholding in the Company: 2,500.

Shareholding in the Company: 25,000.

Independent in relation to the Company and the Company's management: Yes.

Independent of major shareholders: Yes.

Christopher Kingdon

Board member since 2014.

Born: 1967.

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

Other ongoing assignments: Alternate Cavalio AB

Previous assignments over the last five years: None.

Other relevant experience: Christopher has experience with startups since 2001 (including Mobile Position AB, Signalsoft Inc, Dotify AB, Networks In Motion Inc and Plotagon AB). As an intrapreneur, Christopher has created a product line at Ericsson AB. He also has experience as an innovator in the field of position-based services and technologies, which has led to several patents.

Shareholding in the Company: 838 395.

Shareholding in the Company: 45 020.

Independent in relation to the Company and the Company's management: No.

Independent of major shareholders: Yes.

Claes Kalborg

Board member since 2019.

Born: 1962.

Education: Various courses at Stockholm University and IHM Business School, Stockholm.

Other ongoing assignments: CEO and board member of Barn Storm Media AB and Bodiam AB. Member of the Board of Sentinella Aktiebolag, Non Violence Licensing AB, Flexion Mobile PLC London, and Kidoz Inc.

Previous assignments over the past five years: President and Board member of Grow Licensing AB.

Other relevant experience: Claes has previous experience as Director of Global Licensing at Rovio Entertainment Ltd. and King.com Ltd.

Shareholding in the Company: 103,780 (including 51,815 shares through the wholly owned company Barn Storm Media AB.

Shareholding in the Company: 0.

Independent in relation to the Company and the Company's management: Yes.

Independent of major shareholders: Yes.

SENIOR EXECUTIVES

Christopher Kingdon

CEO since 2014. For more information see above.

Cléo Hayes-McCoy

CTO since 2014.

Born: 1980.

Education: BSc Mathematics, Trinity University.

Other ongoing assignments: None

Previous assignments for the past five years: Board member of Adventure Box Technology AB (publ).

Shareholding in the Company: 838,395 (including 700,000 shares through the wholly owned company Robert O'Leary Consulting).

Shareholding in the Company: 45 020.

Dan Greening

COO since 2019.

Born: 1959.

Education: PhD Computer Science, UCLA.

Other ongoing assignments: None

Previous assignments for the past five years: Board member of Adventure Box Technology AB (publ).

Shareholding in the Company: 145,000 through the wholly owned company Senex Rex LLC.

Shareholding in the Company: 52,780.

Dmitrii Sapelkin

Product Manager since 2017.

Born: 1975.

Education: PhD Computer Science, UCLA.

Other ongoing assignments: None

Previous assignments over the last five years: none

Shareholding in the Company: 0.

Shareholding in the Company: 22 510

Rickard Riblom

CMO since 2018

Born: 1972.

Education: Courses at the Royal Institute of Technology, Stockholm and the Stockholm School of Economics.

Other ongoing assignments: None

Previous assignments over the past five years: Ipxtend AB, AdspotConvert AB

Shareholding in the Company: 1,500.

Shareholding in the Company: 25,000.

Hans Richter

CFO since 2019.

Born: 1949.

Education: File Kand from Stockholm University, MBA Uppsala University.

Other ongoing assignments: chair; Magelhusen AB, member: Icehotel AB, Gällöfsta Training Center, Vi Går i Mål AB. CFO on a consulting basis: Kancera AB, Klaria AB, Nicoccino AB.

Previous assignments over the past five years: Chairman: All of Sweden's Assistant AB, IPQ IP Specialists, ID-Entity AB, viZuera AB, Camitz & Lindberger AB, Anti-Snore Sweden partner AB, member: Vivaldi AB, IHM Business School, Albihns Patentbyrå AB, Professional Corporate Governance AB, OTH Business Management AB.

Other relevant experience: Hans Richter has worked as a business controller / CFO at a number of companies; Beijerinvest, Vick Scandinavia, Wrigley Chewinggum, Huddinge University Hospital, Pharmacia Biosensor AB, Vice President Finance: Ervacogruppen AB, AlbiHns Patentbyrå AB, CEO AB Nackahem.

Shareholding in the Company: 2,400.

Shareholding in the Company: 0

OTHER INFORMATION REGARDING THE BOARD OF DIRECTORS AND SENIOR EXECUTIVES

There are no family ties between the Company's board members and senior executives.

No special agreement has been reached between major shareholders, customers, suppliers or other parties according to which any executive has been elected to the Board or appointed to another senior position.

To the best of the Company's knowledge, no member of the Board of Directors or senior executives has any interest that conflicts with the Company's, nor are there any potential conflicts of interest arising from the private interests and / or other commitments of directors or senior executives. However, as stated above, a number of Board members and senior executives have financial interests in the Company through shareholding and option holdings. In addition, some members of the Board of Directors have done business with the Company as stated in the section "Transactions with related parties" under "Legal issues and supplementary information".

No board member or senior executives have been convicted of any financial crime over the past five years. No member of the Board of Directors or senior executives has, in addition to the above, been involved in any bankruptcy, liquidation or bankruptcy proceedings with the exception of voluntary such proceedings. Also, there is no charge and / or sanction against any of these persons from the authority authorized by law or regulation, including approved professional associations, and none of them have been prohibited by the court in the last five years from being a member of a company's management, management - or control body or to have leading or overall functions in a company.

No board member or senior management has entered into an agreement with the Company or its subsidiaries on benefits after the termination of the assignment.

The Company's Board of Directors and senior executives can be reached via the Company's postal address: Brännkyrkagatan 71, 118 23 Stockholm.

REMUNERATION TO THE BOARD

The Annual General Meeting on November 30, 2018 resolved that fees should be paid to the Board from the month in 2019 that the Company receives cash from a planned capital raising or from other financing planned for spring 2019. Payment of fees will commence in September 2019. Fees will be paid by 75 SEK 000 to the ordinary external independent member and SEK 150,000 to the Chairman of the Board. Fees refer to 12 months and shall be adjusted in relation to when funding from 2019 is received.

REMUNERATION TO THE CEO

The Company's CEO has a fixed monthly salary of SEK 80,453. The Managing Director is also entitled to pension and insurance benefits in accordance with the Company's policy applicable at any given time. In the event of termination, a mutual notice period of six months applies during which the CEO is released from work. There is no right to severance pay. The employment contract contains provisions on privacy, intellectual property rights, competition and recruitment prohibitions. The prohibition on competition and recruitment applies for a period of twelve months after termination of employment.

ACCOUNTANTS

Grant Thornton Sweden AB, with address Box 7623, 103 94 Stockholm, is the Company's auditor. Mattias Kjellman, authorized public accountant and member of FAR, is the principal auditor. Grant Thornton Sweden AB, with Chief Accountant Mattias Kjellman, was the Company's auditor during the period of the financial history as presented in this Company Description.

CORPORATE GOVERNANCE

*The Swedish Code of Corporate Governance ("**the Code**") applies to Swedish limited companies whose shares are admitted to trading on a regulated market in Sweden, currently Nasdaq Stockholm and NGM Equity. Adventure Box is thus not formally covered by the Code, as the Company's shares are not intended to be admitted to trading on a regulated market. The Board has currently chosen not to apply the Code.*

ANNUAL GENERAL MEETING

According to the Companies Act, the AGM is the Company's highest decision-making body. The Annual General Meeting may decide any question in the Company that does not explicitly fall under the exclusive competence of another corporate body. At the Annual General Meeting, to be held within six months from the end of the financial year, the shareholders exercise their voting rights in matters such as the determination of the income statement and balance sheet, disposition of the Company's profit or loss, decision on discharge from the Board of Directors and the President of the financial year, election of Board members and auditors as well as remuneration to the Board and the auditor.

RIGHT TO ATTEND THE ANNUAL GENERAL MEETING

All shareholders who are directly registered in the share register kept by Euroclear five business days prior to the AGM and who have announced the Company's intention to attend the AGM by the date stated in the notice to the AGM, are entitled to attend the AGM and vote for the number of shares they hold. . Shareholders can attend the Annual General Meeting in person or by proxy and can also be accompanied by assistants.

BOARD OF DIRECTORS

The Board of Directors is the highest decision-making body after the Annual General Meeting and the highest executive body. The Board of Directors shall continuously assess the Company's financial situation as well as ensure that the Company's organization is designed so that the accounting, the asset management and the Company's financial conditions are otherwise controlled in a satisfactory manner. According to the Companies Act, the Board is responsible for the Company's organization and management of the Company's affairs.

The tasks of the Board include defining goals and strategies, ensuring that there are effective systems for monitoring and controlling the Company's operations and ensuring that there is a satisfactory control that the Company complies with the laws and other rules applicable to the Company's operations.

The Board decides on issues relating to the Company's business orientation, strategy, business plan, resources and capital structure, organization, acquisitions, major investments, divestments and annual reports and other general issues of a strategic nature. In addition, the Board deals with and decides on other matters that are deemed to fall outside the scope of the CEO's powers. The Board shall also ensure that the Company's disclosure is characterized by openness and is correct, relevant and reliable. In addition, the Board's duties include appointing, evaluating and dismissing the CEO if necessary.

The Board has not decided to set up a remuneration committee, audit committee or any other committee. Instead, the Board as a whole fulfills the duties of such committees. When evaluating any application of the Code, the establishment of committees that follow the Code will be considered.

THE CEO AND SENIOR EXECUTIVES

The Company's Chief Executive Officer, Christopher Kingdon, is responsible to the Board and is responsible for the day-to-day management of the Company's affairs in accordance with the Board's guidelines and instructions. The Board of Directors has established an instruction for the CEO, which clarifies the CEO's responsibilities and powers ("CEO's instruction"). The Board shall continuously evaluate the CEO's work. According to the instructions, the CEO shall, among other things, provide the Board with information and decision documentation that is required for the Board to be able to fulfill its task of being responsible for managing the Company's affairs and continuously monitoring the operations. The Chief Executive Officer shall, within the framework of the Companies Act and the Board's business plan, budget and CEO instructions and other guidelines and instructions that the Board of Directors announces, make the decisions required in the Company's ongoing administration.

LEGAL QUESTIONS AND SUPPLEMENTARY INFORMATION

GENERAL INFORMATION

The Company, with company and trade name Adventure Box Technology AB (publ), corporate identity number 556963-6599, is a Swedish public limited company formed in Sweden and registered with the Swedish Companies Registration Office on March 3, 2014. The Company conducts its operations in accordance with the Companies Act and the Board of Directors has its registered office. in Stockholm.

GROUP STRUCTURE

Adventure Box Technology AB (publ) is the parent company of the wholly owned subsidiary Happy L-Lord Ltd, corporate registration number 916433-7, a private limited company formed in the United Kingdom. Happy L-Lord Ltd does not conduct any business and is on the date of this Company Description being wound up.

ESSENTIAL AGREEMENTS

Financing Agreements

In September 2014, Adventure Box entered into a loan agreement with Almi of SEK 1 million. The loan matures in July 2021 and carries a quarterly repayment of SEK 50 thousand. As of the date of this Company Description, the remaining debt amounts to SEK 400 thousand. The loan runs at variable interest rate which at the time of this Company description amounts to 8.11 percent.

In December 2015, Adventure Box entered into a loan agreement with Almi of SEK 1 million. The loan matures in December 2020 and runs with monthly repayments of SEK 20.8 thousand. As of the date of this Company Description, the remaining debt amounts to SEK 562 thousand. The loan runs at variable interest rate which at the time of this Company description amounts to 5.03 percent.

In May 2016, Adventure Box entered into a loan agreement with Almi of SEK 200 thousand. The loan matures in May 2020 and runs with monthly repayments of SEK 4,762. As of the date of this Company Description, the remaining debt amounts to SEK 43 thousand. The loan runs at a variable interest rate which at the time of this Company description amounts to 6.29 percent.

In May 2014, Adventure Box entered into an agreement on incubator activities with UIC. Under the agreement, UIC would, among other things, provide business coaching and other counseling for Adventure Box's operations for a period of two years. Payment for the services received was not paid on an ongoing basis, but was delayed, according to a condition in the agreement, to be paid quarterly instead for a five-year period after the two-year collaboration ceased. However, it is clear from the terms of repayment that Adventure Box has the right to request two amortization-free periods of no more than twelve months, after which the repayment period is extended by the corresponding period. As of the date of this Company Description, such a period of six months has been used. As of the date of this Company Description, the remaining debt

amounts to TSEK 326.4. The loan runs at variable interest rates corresponding to the reference rate applicable at any given time plus four percentage points.

Pledging

As a security for its commitments to Almi, Adventure Box has pledged company mortgages totaling SEK 1.8 million.

As a security for business cards obtained at Nordea Bank AB (publ), Adventure Box has pledged a company mortgage of SEK 200 thousand.

EMPLOYEES

As of the date of this Company Description, the Company has eight employees.

insurance

The Company has a customary insurance cover for the industry and the Board of Directors considers that the Company's current insurance cover is satisfactory with regard to the nature and scope of the business.

DISPUTES AND LEGAL MATTERS

The Company is not, or has not been a party to any legal or arbitration proceedings, including pending cases or such that the Company is aware of or may arise, during the past twelve months that have had or could have had significant effects on the Company's financial position in the last twelve months. or profitability.

IMMATERIAL RIGHTS

The company holds a patent protected in the United States, with patent number 9,934,602, concerning systems and methods for implementing 3D voxel modeling technology in client-based server systems (for example, by using a solution where 3D voxel data is streamed to a browser).

Through an international patent application (PCT), the company has two pending patent applications that are under review in both the EU and Japan. The patent applications refer to the same area of protection that applies under the patent protected in the United States.

Furthermore, the Company has an ongoing patent application in China that is awaiting review by the Chinese patent authority.

RELATED PARTY TRANSACTIONS

On June 26, 2019, the Company entered into a consulting agreement with the Board member Claes Kalborg, according to which Claes Kalborg will perform work for a minimum of 200 working hours on behalf of the Company during a two-year period, in addition to his duties as a board member. The agreement runs until September 2020, after which the agreement will continue to run if the parties so agree. SEK 400 thousand has been paid in advance for the entire period until September 2020. No further payments are foreseen during this period.

During the period referred to in the historical financial information in the Company Description, SEK 3,115,000 was paid for development services purchased by Robert O'Leary Consulting, which

is a company owned by the Company's CTO and the second largest shareholder Cléo Hayes McCoy.

No other transactions with related parties other than the above have been made during the period to which the historical financial information in the Company Description refers.

Certified Adviser and Advisor

FNCA is the Company's Certified Adviser. In connection with the listing, Törngren Magnell is the company's legal adviser. Törngren Magnell receives compensation on current account for services rendered in connection with the Listing. In addition, FNCA and Törngren Magnell have no financial or other interests in connection with the Listing.

LIQUIDITY

The Company has an agreement with ABG Sundal Collier ASA ("ABGSC") according to which ABGSC acts as liquidity guarantee in the Company's share regarding trading on First North. The commitment mainly means that ABGSC undertakes, when possible, to set prices on both the buying and selling side, with the effect that the difference between the buying and selling price does not exceed a certain level. The purpose of the agreement is thus to promote the liquidity of the Company's shares.

INFORMATION FROM THIRD PARTIES

Some information in this Company Description has been obtained from outside sources. The Company has reproduced such information correctly, and to the extent that the Company knows and can insure by comparison with other information published by the third parties from which the information was collected, no information has been omitted in a way that would render the information reproduced incorrect or misleading. However, the Company has not done any independent verification of the information provided by third parties, so the completeness or accuracy of the information presented in the Company Description cannot be guaranteed.

ARTICLES OF ASSOCIATION

ARTICLES OF ASSOCIATION FOR ADVENTURE BOX TECHNOLOGY AB (PUBL).

Organisational identity: 556963-6599

§ 1 Company name

The Company name is Adventure Box Technology AB (publ). The Company is a public limited liability company.

§ 2 Registered office

The registered office of the Company is in Stockholm.

§ 3 Operation

The Company's business will be to develop, license, sell and otherwise commercialize technology for computer games and other interactive media and intellectual property rights to computer games and other interactive media, to own and manage real estate and movable property, and to conduct business therewith.

§ 4 Share capital

The share capital shall be at least 500 000 SEK or at most 2 000 000 SEK.

§ 5 Number of shares

The number of shares should be at least 5 000 000 or at most 20 000 000.

§ 6 Board

The board consists of 3-10 Directors. The board is elected annual at the Annual General shareholder Meeting for the period that follows the Annual General shareholder Meeting.

§ 7 Chartered accountants

The Company should elect 1 – 2 chartered accounts with or without deputies.

§ 8 Notice

Notice of the Annual General Meeting shall be made through advertising in the "Post och Inrikes Tidningar" newspaper and by making the notice available on the Company's website. At the same time as the notice is given, the Company shall advertise in Svenska Dagbladet and announce that the notice has been given.

Notice of Annual General Meeting and notice of Extraordinary General Meeting where the issue of amendment of the Articles of Association will be dealt with shall be issued no earlier than six weeks and not later than four weeks before the Meeting.

Notice of other Extraordinary General Meeting shall be issued no earlier than six weeks and no later than two weeks before the meeting.

§ 9 Attendance at AGM

In order to participate in the Annual General Meeting, shareholders must either be included in a printout or other presentation of the entire share register regarding the ownership conditions five working days before the Meeting, and must register with the Company on the date stated in the notice of the Meeting. This day must not be Sunday, any other public holiday, Saturday, Midsummer Eve, Christmas Eve or New Year's Eve and must not fall earlier than the fifth weekday before the Meeting.

§ 10 Annual General Meeting

The Annual General Meeting is held annually within 6 months after the end of the financial year. The following matters must be discussed at the AGM.

1. Election of Chairman of the Meeting
2. Establishment and approval of voting length
3. Approval of agenda
4. Election of the minutes of the minutes and one or two adjusting officers to adjust the minutes together with the chair.
5. Examination of whether the meeting has been duly convened
6. Presentation of presented annual report and auditor's report and, where applicable, consolidated and consolidated auditors' report
7. Decide on
 - determination of income statement and balance sheet and, where applicable, consolidated income statement and consolidated balance sheet
 - dispositions of profit or loss according to the adopted balance sheet
 - discharge from liability for Board members and the CEO
8. Determination of fees to the Board of Directors and auditors
9. Election of the Board of Directors and, where applicable, auditors and any deputy auditors
10. Other business, which arrives at the AGM in accordance with the Companies Act or the Articles of Association.

At the Annual General Meeting, each person entitled to vote may vote for the entire number of shares owned and represented by him, without limitation in the number of votes.

§ 11 Financial year

The financial year is January 1 - December 31.

§ 12 Record day provision

The shareholder or trustee who, on the record day, is entered in the share register and recorded in a record register, according to Chapter 4. the Act (1998: 1479) on central securities depositories and the keeping of financial instruments or the one recorded in a reconciliation account in accordance with Chapter 4. Section 18, first paragraph 6-8, mentioned law, shall be assumed to be competent to exercise the rights set forth in Chapter 4. Section 39 of the Companies Act (2005: 551).

Adopted at Extraordinary General Meeting 2019-07-09

SOME TAX ISSUES IN SWEDEN

Below is a summary of some Swedish tax issues that have been raised as a result of the admission to trading of the shares in Adventure Box on First North. The summary is based on current legislation and is intended only as general information for shareholders who are indefinitely taxable in Sweden, unless otherwise stated, regarding the time from the time the shares were admitted to trading on First North.

The summary does not address:

- *situations where securities are held as a stock asset in business operations;*
- *situations where securities are held by limited partnerships or trading companies;*
- *situations where securities are held in an investment savings account or equity insurance;*
- *the special rules on tax-free capital gains (including deductions for loss of capital) and dividends in the corporate sector that may be applicable when the investor holds securities in the Company that are considered to be business-related (taxable);*
- *the special rules that may be applicable to holders of qualified shares in companies that are or have been limited companies or shares acquired with the support of such shares*
- *foreign companies operating from a permanent establishment in Sweden, or*
- *foreign companies that have been Swedish companies.*

Specific tax rules also apply to certain business categories. The tax treatment of each individual holder of securities depends in part on his particular situation. Each shareholder should consult independent tax advisers about the tax consequences that the acquisition or ownership of shares in Adventure Box may cause, including the applicability and effect of foreign rules and double taxation agreements.

GENERAL

Natural person

For natural persons who are indefinitely taxable in Sweden, capital income such as interest, dividends and capital gains are taxed in the income category capital. The tax rate in the income type capital is 30 percent.

Capital gains and capital losses on the sale of shares and other joint ownership rights are calculated as the difference between the sales consideration, after deduction of selling expenses, and the cost amount. The cost amount for all shares of the same type and type is added up and calculated jointly using the average method. Alternatively, the standardized method may be used when selling market-listed shares. This method means that the cost amount may be determined at 20 percent of the sales allowance after deduction of sales expenses.

Loss of capital on shares and other listed equity rights may be deducted in full against taxable capital gains arising in the same year partly on shares and on other listed equity rights (but not shares in investment funds containing only Swedish credit entitlements, so-called fixed income funds). Of capital loss that has not been deducted through the aforementioned set-off opportunity, deductions in the income category allow capital with 70 percent of the loss.

If a deficit arises in the type of income, capital is allowed to reduce the tax on municipal and state income tax, as well as property tax and municipal property tax. The tax reduction is allowed with 30 percent of the part of the deficit that does not exceed SEK 100,000 and with 21 percent of the remaining deficit. Deficits cannot be saved for later tax years.

For natural persons who are indefinitely liable to pay tax in Sweden, preliminary tax on dividends is normally with 30 per cent. The preliminary tax is normally withheld by Euroclear or, in the case of nominee-registered shares, by the nominee.

Limited company

For limited liability companies, all income, including taxable capital gains and dividends, in the income category of business operations is taxed at 21.4 percent (20.6 percent as of January 1, 2021). Calculation of capital gains and losses is carried out in the same way as for natural persons as described above.

Deductions for deductible capital loss on shares and other part-ownership rights are only allowed against taxable capital gains on shares and other part-ownership rights. Such capital loss can also, if certain conditions are met, be offset against capital gains in companies within the same group, provided that group contribution rights exist between the companies. A capital loss that cannot be utilized for a given year may be saved without limitation in time and offset against taxable capital gains on shares and other part-ownership rights during the subsequent tax year.

Shareholders and holders of part-ownership rights that are subject to limited tax liability in Sweden

For shareholders who are subject to limited tax liability in Sweden and who receive a dividend on shares in a Swedish limited company, Swedish coupon tax is normally levied. The same applies to payments from a Swedish limited company in connection with, among other things, redemption of shares and repurchase of own shares through an acquisition offer that has been addressed to all shareholders or all owners of shares of a certain kind. In Sweden, the deduction for coupon tax is normally implemented by Euroclear or, in the case of nominee-registered shares, by the nominee. The tax rate is 30 percent. However, the tax rate is generally reduced for shareholders residing in other jurisdictions through tax agreements that Sweden has concluded with certain other countries to avoid double taxation. The majority of Sweden's tax treaties allow the Swedish tax to be reduced to the tax rate of the agreement directly at the time of distribution if required information on the person entitled to dividends is available. In cases where coupon tax has been withheld for someone who is not liable to tax, or withheld with a higher amount than is payable under a double taxation agreement, the shareholder can apply for a refund in writing from the Tax Agency before the end of the fifth calendar year after the dividend date.

Shareholders and holders of other part-ownership rights that are subject to tax liability in Sweden - and who do not carry on business from a permanent establishment in Sweden to which the shares are attributable - capital gains are not normally taxed in Sweden on the sale of shares or other part-ownership rights. However, shareholders and holders of other co-ownership rights may be subject to taxation in their country of residence.

However, according to a special rule, natural persons who are subject to limited tax liability in Sweden may be subject to capital gains tax in Sweden on the divestment of shares and other joint ownership rights, if at any time during the calendar year in which the divestment occurs or during the previous ten calendar years they have been resident in Sweden, or permanent residence in Sweden. However, the applicability of the rule is in many cases limited by tax treaties between Sweden and other countries.

DOCUMENTS INCORPORATED BY REFERENCE

The following documents are incorporated into this Company Description by reference and thus form part of this Company Description. The parts of the following documents that are not incorporated are either not relevant to an investor or are reproduced elsewhere in the Company Description. Apart from the Company's audited annual reports for the 2016-2018 financial years, no information in this Company Description has been reviewed or audited by the Company's auditors.

- The Company's annual report for the 2016/2017 financial year: page 4 (income statement), pages 5-6 (balance sheet), pages 7-10 (accounting principles and notes)
- The Company's audit report for the 2016/2017 financial year
- The Company's annual report for the financial year 2017/2018: page 5 (income statement), pages 6-7 (balance sheet), pages 8-11 (accounting principles and notes)
- The Company's audit report for the 2017/2018 financial year

The present Company Description and documents incorporated by reference as above will during the Company Description validity be available in electronic form on the Company's website, www.adventurebox.com. The articles of association are also available on the website. Foundational documents can be obtained from the Swedish Companies Registration Office.

ADDRESSES

COMPANY

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118 23 Stockholm

CERTIFIED ADVISER

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102 48 Stockholm

LEGAL COUNCIL

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111 53 Stockholm