

PRESS RELEASE
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JUNE NUMBERS: NEW STRATEGY RESULTS IN BETTER USERS

The share of direct traffic to the Adventure Box platform increased by 120% during June. This indicates that the company has managed to reach a larger proportion of loyal users. Users who will drive earnings and virality. As intended the more focused marketing also reduced the total number of new visitors to almost half. In total, the company's gaming platform had 1,144,703 visitors during June.

Adventure Box is the leading streaming platform for user-created computer games. Entering the second commercialization phase the company mid-June shifted its customer acquisition strategy from affordable users for the purpose of measuring user behavior to users who will generate higher revenues and drive viral growth.

The company has shown that it can grow quickly and at a very low cost by taking advantage of that users can play and create games without downloading or installing anything on their devices. June customer acquisition cost were SEK 0.12 / paid visitor, which is significantly lower than the industry average a few tens of SEK per installed game.

“The data we have collected now lets us focus on the most valuable users. Users who will generate revenue and organic growth.” said Christopher Kingdon, CEO of Adventure Box.

Adventure Box also introduced video advertising during June. Over the coming months, the company will gradually increase the proportion of users who see video advertising.

“We continuously measure how video advertising effects the behavior of different user types. It will be very interesting to learn which user groups that generate the most advertising revenue without an adverse effect on their user behavior”, Christopher Kingdon added.

Key Adventure Box Metrics June 2020

June key figures below (May figures in parentheses):

- Website visitors 1,144,703 (2,112,754)
- Share from game websites 8,4% (7,5%)
- Share paid traffic (paid search)¹ 37 (39%)
- Average cost for paid visitors 0,12 (0.11 SEK)
- Number of returning users 256,273 (537,356)
- Number of advertising impressions 647,153 (1,486,555)
- Revenue per thousand advertising impressions SEK 21 (SEK 20)

Note that due to the large volumes of data, the above key metrics, obtained from Google Analytics/AdSense/Ads, may vary over time.

FOR MORE INFORMATION CONTACT

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ABOUT ADVENTURE BOX TECHNOLOGY AB

Adventure Box makes it easy, and fun to make, share and play 3D games online. The company's world-leading streaming technology is patent protected. Founded in Stockholm 2014, the company also has staff in Paris, Seville, Malta and Kerala (India). Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276. Redeye AB with email certifiedadviser@redeye.se and phone number +46 8 121 576 90 is the companies Certified Adviser.

¹ The proportion of visitors from paid search is only one type of traffic purchase and is shown only as a reference to the figures from previous monthly reports. A large proportion of the users come via other networks, where it is not always shown from where or why users come to the site.