

PRESS RELEASE
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ADVENTURE BOX: SIGNIFICANTLY LOWER CUSTOMER ACQUISITION COST THAN COMPETITORS

197,168 users visited Adventure Box in June. At the same time, the customer acquisition cost is considerably lower than the industry with SEK 0.23 per user.

Adventure Box, the leading social cloud platform for consumer-created computer games, makes it easy and fun to create, share and play 3D games online.

Measurements during June show a customer acquisition cost of only SEK 0.23 per user, which can be compared with the industry average of SEK 15 (\$1.47) (*Liftoff Mobile Gaming Apps Report 2020*). Through innovative online marketing, Adventure Box has found a method for buying traffic cheaply that can be scaled up sharply.

During June, work on improving the alpha version of Multimaker continued according to plan, while a slightly higher proportion of returning users could be achieved in combination with a lower customer acquisition cost.

"We are recognized as good at customer acquisition and can acquire better customers at a fraction of the cost compared to the average for the web gaming industry. It is a message of strength for our business," said Rickard Riblom, CEO of Adventure Box.

During June, the Adventure Box platform had 197,168 visitors. While the company now focuses on the Multimaker, it continues to collect valuable data. The customer acquisition cost remained low and was SEK 0.23 in June.

Key figures for Adventure Box June 2022 (May in parentheses):

- Number of website visitors 197,168 (198,105)
- Proportion of visitors from gaming websites 4 % (4%)

- Average cost for purchased traffic SEK 0.23 (SEK 0.24)
- Number of returning users 45,569 (42,755)
- Share of returning users 23% (22%)
- Number of still image impressions 2,385 (3,372)
- Revenue per thousand views of still image advertising 4 (SEK 10)

Note that the above key figures taken from Google Analytics / AdSense / Ads can vary over time due to the large amounts of data.

Definitions:

- *The number of website visitors* is the number of individuals who visited the company's website (according to Google Analytics).
- *Visitors from gaming websites* are reported when a user clicks on the company's website from a third-party website.
- *Average cost for purchased traffic* is the average cost of each click on an ad from visitors who click through to the company's website through paid ads.
- *Returning users* is reported when a visitor with existing Google Analytics cookies from Adventure Box returns to the company's website. Google Analytics measures for returning users depend on the user allowing Google's cookies. Returning users who have disabled cookies in their browser will therefore not count as returning by Google Analytics.
- *Number of still image impressions* are the number of times an Adventure Box promotional message is loaded on a user's device.
- *Revenue per thousand impressions of still image advertising* is the revenue generated by one thousand ad impressions.

FOR MORE INFORMATION CONTACT:

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ABOUT ADVENTURE BOX TECHNOLOGY AB



Adventure Box, the leading social cloud gaming platform for user-created games, 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 Seville, Copenhagen, and Madrid. Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276. Aktieinvest FK AB with email ca@aktieinvest.se and phone number +46 739 49 62 50 is the company's Certified Adviser.