

PRESS RELEASE
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ADVENTURE BOX TECHNOLOGY: ANALYSIS GIVES KOGAMA STRONG METRICS COMPARED TO COMPETITORS

A recent analysis of traffic and user behavior on web pages gives KoGaMa, Adventure Box Technology's game platform, strong metrics compared to the closest competitors. During the period October - December 2022, with an estimated 6.5 million visits, KoGaMa had significantly more visitors than the next best competitor and with approximately 17.5 minutes significantly longer average visit time per visitor than the second-best competitor.

On September 30, 2022, it was announced that Adventure Box Technology is acquiring the Danish company Multiverse with the gaming platform KoGaMa. The primary motivation behind the KoGaMa acquisition is to drive revenue and growth as well as to expand market presence.

A recent website analysis shows that the traffic on the website kogama.com is greater than the closest competitors. During the period October - December 2022, an estimated 6.5 million visits were made to kogama.com, which is several times more than the next best competitor. Each visitor stays an average of 17.5 minutes at KoGaMa, which is also significantly more than the next best competitor. It is worth noting that the figures are approximate and only give an indication of the user engagement.

"We have a strong foothold in the market for user-generated games and are continually striving to improve the KoGaMa platform with enhanced social elements and mobile compatibility. It was good to see the whole Adventure Box team come together recently for the first company meet-up of the year. It has been a great start for us, and I am looking forward to everything we can achieve together in the months to come," said Michal Bendtsen, CEO Adventure Box Technology AB.

The table below provides indicative metrics for the period October-December 2022 of user engagement on the Adventure Box game platform KoGaMa

compared to the closest competitors in the same game category, which is user-created computer games.

Engagement ⓘ					
Oct 2022 - Dec 2022 Worldwide All traffic					
Metric	kogama.com	hiberworld.com	dotbigbang.com	buildbox.com	playcrey.com
Monthly visits	2.171M 📈	213,159	116,817	229,672	119,869
Monthly unique visitors	343,394 📈	86,045	40,146	124,352	78,211
Visits / Unique visitors	6.32 📈	2.48	2.91	1.85	1.53
Visit duration	00:17:50 📈	00:08:17	00:12:42	00:01:51	00:01:29
Pages per visit	13.35 📈	8.31	6.23	3.40	2.08
Bounce rate	20.83% 📈	30.19%	34.23%	51.71%	70.52%

Table: User engagement Oct-Dec 2022

Source: Similarweb

FOR MORE INFORMATION CONTACT:

Michal Bendtsen, CEO Adventure Box, +45 (0) 26 355 377, mb@kogama.com,
corp.adventurebox.com

ABOUT ADVENTURE BOX TECHNOLOGY AB

Adventure Box Technology offers KoGaMa, a social cloud platform for user-created computer games, which makes it easy and fun to create, 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.