



PRESS RELEASE
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CPMSTAR DELIVERS VIDEO ADS TO ADVENTURE BOX

**Adventure Box AB (publ) now shows video ads provided by CPMStar.
Advertising revenues are expected to increase.**

CPMStar is the oldest and largest ad network in the games and youth-oriented entertainment space. CPMStar now deliver video ads to the Adventure Box game platform where users make, play and share online 3D games.

“We are excited to work with a platform of such potential explosive growth as Adventure Box. Having a well-defined audience typically also increases the price advertisers are prepared to pay” said Joshua Goldstein, CEO of CPMStar.

“CPMStar is a world leading provider of video ads. Now that we, with their assistance, start with video ads we expect our ad revenues to increase” said Christopher Kingdon, CEO of Adventure Box.

After 10 days of comparing user behaviors for users receiving video ads and user not receiving video ads, the video ads are now turned on for all users. New users don't see video ads before their first game playing or game making experience. For their following game play or game making experience 25% of users see video ads.

“We closely monitor user behavior. As we tune our offering it is likely that we will show more video ads to users over time,” Kingdon added.

FOR MORE INFORMATION CONTACT:

Christopher Kingdon, CEO Adventure Box, +46 (0)73 051 1414,
chris@adventurebox.com, corp.adventurebox.com

Joshua Goldstein, CEO of CPMStar, josh@cpmstar.com

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 company's Certified Adviser.

ABOUT VIDEO AD PROVIDER

CPMStar is the Oldest and Largest Ad Network in the Games and Youth Oriented Entertainment space. Since 2001, CPMStar has been connecting brands and game publishers with unique content providers and the largest audience of game players globally. CPMStar is committed to bringing innovation to interactive entertainment by helping the most exciting new content on the web succeed through intelligent design, marketing, and technology. CPMStar is based in Santa Monica, with offices spread throughout the United States and Europe.