

PRESS RELEASE  
MAY 3, 2022

## **ADVENTURE BOX: ORGANIC SEARCHES STARTS TO GROW**

**199,420 users visited Adventure Box in April. New data also show the new game form Multimaker has a significantly larger proportion of visitors through unpaid search results.**

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.

Adventure Box reaches new users through Google advertising. The company now found that the proportion of users who use the Multimaker comes more than three times as often from unpaid search results on search engines such as Google, Yahoo or Bing in an analysis of new data.

*"We want to improve our product before we begin larger campaigns. Therefore, we deliberately limit the number of users to about 200,000 per month. It is fun to see that the users of the Multimaker find us by themselves; that's how viral growth begins," said Rickard Riblom, CEO of Adventure Box.*

The customer acquisition cost remained low and was SEK 0.24 in April.

### **Key figures for Adventure Box April 2022 (March in parentheses):**

- Number of website visitors 199,420 (219,269)
- Proportion of visitors from gaming websites 4 % (5%)
- Average cost for purchased traffic SEK 0.24 (SEK 0.23)
- Number of returning users 40,969 (50,126)
- Share of returning users 21% (23%)
- Number of still image impressions 3,001 (3,611)
- Revenue per thousand views of still image advertising SEK 5 (SEK 5)

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:**

Rickard Riblom, CEO Adventure Box, +46 (0)70 444 24 79,  
[rickard@adventurebox.com](mailto:rickard@adventurebox.com), [corp.adventurebox.com](http://corp.adventurebox.com)

**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](mailto:ca@aktieinvest.se) and phone number +46 739 49 62 50 is the company's Certified Adviser.