

PRESS RELEASE  
2 March 2020

## **ADVENTURE BOX PASSES 1 MILLION VISITORS!**

**From January to February Adventure Box-visitors increased by 24% to 1,017,457. At the same time, the number of returning visitors increased by 19% to 233,404.**

Adventure Box is the leading streamed platform for consumer-created computer games. A single click on a web link allows a user to start creating, sharing and playing computer games.

*- To pass one million visitors is an important milestone for Adventure Box, says Christopher Kingdon, CEO of Adventure Box. We are extra happy for the 233,404 users who returned to us during February, he continues.*

### **Key Adventure Box Metrics February 2020**

Key metrics for February below (January in parenthesis):

- Web page visitors 1,017,457 (821 519)
- Share from game web pages 6% (7%)
- Share paid traffic (paid search) 78% (81%)
- Average cost for paid visitors 0,21 SEK (0,23 SEK)
- Number of returning users 233,404 (195 980)
- Shown advertisement messages 556,026 (439 355)
- Revenue per thousand advertising views 37 SEK (40 SEK)

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

### **FOR MORE INFORMATION CONTACT:**



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

Certified Advisor FNCA Sweden AB, +46(0)8-528 00 399, [info@fnca.se](mailto:info@fnca.se)

### **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 Karela (India). Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276.