

PRESS RELEASE
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STRONG GROWTH FOR ADVENTURE BOX

In one month, the number of visitors to AdventureBox.com has increased by 33% to 676,691. At the same time, the number of returning visitors increased by 48% to 152,248.

The film, music and online casino industries have since long replaced downloading with streaming. Adventure Box has created a streaming platform for sharing computer games. Only one click is required for a user to access the platform to create, share and play computer games there.

- Regardless of industry, it must be easy to become a customer. We lower customer acquisition costs by removing the need to download. It is also easy for users to return to us, says Christopher Kingdon, CEO of Adventure Box.

Adventure Box platform makes it easy for users to create their own computer games. Those who have created and shared computer games often return to see how their games are doing.

- The increasing proportion of returning users proves that the core of our offering is working. Users who have created games are coming back, Christopher continues.

Key Adventure Box Metrics September – December

Period (2019)	Sep 1-30	Oct 1-31	Nov 1-30	Dec - 19
Web page visitors	115 264	409 005	507 819	676 691
Share from game web pages	23,4%	8,9%	8,2%	9%
Paid traffic ("paid search")	49,3%	70,6%	90,5%	77%
Average cost for paid visitors (SEK)	0,26 kr	0,27 kr	0,24 kr	0,27
Number of returning users	33 723	62 358	102 912	152 248
Shown advertisement messages	48 826	163 030	354 222	446 807
Total revenue from advertising (SEK)	4 355	17 305	24 336	25 898
Revenue per thousand advertising views (SEK)	89	106	68	58

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:

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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 and Malta. Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276.