

PRESS RELEASE
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ADVENTURE BOX: MULTIMAKER FOCUS

The focused work with development of the multimaker generated good preliminary test results in October. The Multimaker is progressing with a more dedicated focus.

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.

The Adventure Box gaming platform had 201 169 visitors in October, of which 19% have been returning. In October, the company focused significantly more on the new multimaker game form and how the platform works for mobile phone users. The company tested the multimaker's user-friendliness and functionality with promising results, wherefore the roadmap is now adjusted accordingly.

"We have changed the company internally so that we are significantly more delivery-focused. Internally, the goal picture is clear. We will deliver what is needed for the right users to feel that the product is good, and also on mobile. Development work is focused on functionality that has good potential to provide strong growth," said Rickard Riblom, CEO of Adventure Box.

The customer acquisition cost remained low and was SEK 0.26 during October.

Key figures for Adventure Box September 2021 (September in parentheses):

- Number of website visitors 201,169 (203,796)
- Proportion of visitors from gaming websites 3% (4%)
- Average cost for purchased traffic SEK 0.26 (SEK 0.25)
- Number of returning users 38,070 (40,28)
- Share of returning users 19% (20%)
- Number of still image impressions 3,148 (3,784)
- Revenue per thousand views of still image advertising SEK 3 (SEK 7)

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, 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 Paris, Seville, Malta, Copenhagen, Madrid and Riga. 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.



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