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## THE NEW STRATEGY DELIVERS – REGISTERED USERS INCREASE BY 67%

**Despite the fact that Adventure Box Technology chooses to sharply reduce the number of new visitors (-21%), the number of users who create an account increased by 67% in July. The new strategy involves a strong focus on "right and potentially profitable" users, according to CEO Christopher Kingdon**

Adventure Box is the leading streaming platform for user-created computer games. Since mid-June when the company shifted from a first growth phase to a focus on revenue generation and viral, organic growth, the company has a new customer acquisition strategy.

"Successfully getting more users to register accounts is a result of increased user activation and user loyalty," says CEO Christopher Kingdon.

The company has previously shown that it can grow quickly and at a very low cost by taking advantage of the fact that users can play and create games on the platform without downloading or installing anything on their computer. The customer acquisition cost was approximately USD 0.02/visitor (SEK 0.19/visitor) during July which is significantly lower than the industry average of USD 2-3 per installed game. The slightly higher customer acquisition cost in July is due to the changed customer focus that the new strategy entails. In July, the revenue is still generated exclusively from the advertising models. Preliminarily, the new video advertising provider CPMStar seems to deliver valuable advertising views for the company.

- "The video advertising model is still being trimmed so early figures are not completely reliable. Preliminarily, we have reached USD 18.32 per 1,000 video commercials (eCPM) in the United States, which is well above our target," Christopher added.

*"That more users choose to register accounts is a result of the increased activation and user loyalty, says CEO Christopher Kingdon .*

## Key Adventure Box Metrics July 2020

July key figures below (June figures in parentheses):

- Website visitors 899,636 (1,144,703)
- Share from game websites 6.5% (8.4%)
- Share paid traffic (paid search)<sup>1</sup> 53% (37%)
- Average cost for paid visitors 0.19 SEK (0.12 SEK)
- Number of returning users 199,691 (256,273)
- Number of banner advertising impressions 208,130 (647,153)
- Revenue per thousand banner advertising impressions 23 SEK (22 SEK)

Note that due to the 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, 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](mailto:certifiedadviser@redeye.se) and phone number +46 8 121 576 90 is the company's Certified Adviser.*

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<sup>1</sup> The proportion of visitors from paid search is only one type of traffic purchase and is shown only as a reference to the figures from previous monthly reports. A large proportion of the users come via other networks, where it is not always shown from where or why users come to the site.