

PRESS RELEASE
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ADVENTURE BOX: LOWER GROWTH COSTS AND PLATFORM IMPROVEMENTS

The company released several improvements to the product while reducing customer acquisition costs by 47% in July

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 strategy to focus on improving the game platform to create a prerequisite for achieving viral growth stands. In recent months, the company developed a "multi-maker" where users can create together; it is currently tested in various forms. Internally, expectations are high for what the new improvements will bring.

During the 2020/2021 winter, the company hired several new developers and now has high productivity in development. In July, in addition to the work on the multi-maker, the company released an enhanced version of its shop, simplified login capabilities with social media, and medals as rewards. The company now also runs competitions such as the game of the month and the model of the week.

"We are not yet fully ready to drive viral growth, but with the changes we have made and are now making it is evident that we are on the right path. The overall strategy holds," says Christopher Kingdon, CEO of Adventure Box.

Customer acquisition costs are now exceptionally low, which will enable rapid growth when the company is ready. After a temporary increase in customer acquisition costs in June (SEK 0.47/user), the company has reached the lowest customer acquisition costs in six months in July (SEK 0.25kr/user).

"Our streaming solution enables us to grow exceptionally fast and with a substantially lower cost than other game makers. We are thus well-positioned to create value in the company," Kingdon continued.

Key figures for Adventure Box July 2021 (June in parentheses):

- Number of website visitors 207,090 (200,688)
- Proportion of visitors from gaming websites 5% (8%)
- Average cost for purchased traffic SEK 0.25 (SEK 0.47)
- Number of returning users 39,951 (46,664)
- Share of returning users 19% (23%)
- Number of still image impressions 3,879 (5,238)
- Revenue per thousand views of still image advertising SEK 3 (SEK 2)

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.
- Previously, the company reported the proportion of visitors through paid traffic ("paid search"). This Google measure only refers to traffic purchased through Google Ads. As the company reaches an increasing proportion of



website visitors other, sometimes paid, ways, where the company cannot always measure the initiative that has resulted in the user coming to the website, this measure is gradually becoming increasingly irrelevant. The company has therefore decided to stop sharing this measure.

FOR MORE INFORMATION CONTACT:

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

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