

PRESS RELEASE
July 2, 2021

ADVENTURE BOX SEES AN INCREASE IN THE RATE OF RETURNING USERS

The proportion of returning users increased by three percentage points in June, from 20% in May to 23%. 46,664 of the 200,688 monthly visitors are now returning.

Adventure Box, the leading social cloud platform for consumer-created computer games, makes it fun to create, share and play 3D games online.

The strategy of focusing on improving the gaming platform to achieve viral spread continues to deliver enhanced data. During the spring, a continued sharp increase in time spent on the platform was reported despite a reduced proportion of returning users. In June, the percentage of returning users to the platform increased, from 20% in May to 23% in June.

The company follows the defined strategy presented in the quarterly report for Q1. During Q2 and Q3, we will work to allow users to create together. During Q4, we will add new features to vary the game content. Q1 2022 means more visual styles, and during Q2 2022, the company should come a long way with the model for revenue sharing.

"It is gratifying that the proportion of returning visitors increases during June, which, together with other indicators, such as increasing session times, shows that we are on the right track," said Christopher Kingdon, CEO of Adventure Box.

All shared metrics are defined below.

Previously, the company reported the proportion of visitors through paid traffic. This Google measure only refers to traffic purchased through Google Ads. Adventure Box now reaches an increasing percentage of visitors in other ways. The company cannot always measure the initiative that has resulted in the user coming to the website, and this measure is gradually becoming increasingly irrelevant. The company has therefore decided to stop sharing this measure.

Regarding Google Analytics' measure for returning users, it is important to note that this measure is dependent on the user retaining the "cookie" that google analytics has placed in the user's browser. Other uncertainties in this measure include how the company conducts marketing experiments. These

include recruiting and managing different user groups, which gives a greater spread in results per user group. What is reported in these The Company's monthly press releases is the sum of all activities. The spread around the mean value can be significant.

"During Q2 and Q3, our company's focus is largely on creating a "multi maker" experience where our users can create together. We are now testing the product with selected users, and we are preparing for a launch. Part of this work means that we experiment with how we effectively market ourselves to new target groups. During this period, it is likely that our metrics are extra volatile," Christopher Kingdon continues.

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

- Number of website visitors 200,688 (200,665)
- Proportion of visitors from gaming websites 8% (8%)
- Proportion of visitors through purchased traffic 55% (66%)
- Average cost for purchased traffic SEK 0.48 (SEK 0.38)
- Number of returning users 46,664 (41,013)
- Share of returning users 23% (20%)
- Number of still image impressions 5,238 (6,520)
- Revenue per thousand views of still image advertising SEK 2 (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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