

PRESS RELEASE
OCTOBER 5, 2020

STRONG GROWTH: +48% VISITORS AND +110% REGISTERED USERS

Both the number of Adventure Box visitors and the number of registered users increase sharply. The number of new registered users during September increased by 110% compared to August. The number of visitors increase by 48%. Customer acquisition cost remain at an extremely low level.

Adventure Box is the leading streaming platform for user-created computer games. The company increase the number of new registered users by 110% compared to August. Registered users are more active and loyal, and share content to a greater extent, which drives organic, viral, growth. The total number of visitors also increase during September. A total of 1,927,074 visitors is recorded, 48% more than in August.

“This development is very positive. From August 2019 to May 2020, we grew the number of visitors by over 5,700%. Since we, in June, adjusted our marketing strategy to focus on the most valuable users, those we expect to generate more revenue and / or drive our organic, viral growth, we now see an even higher growth rate. With an increasing proportion of users registering accounts, we are also gaining more loyal users,” said CEO Christopher Kingdon.

Key figures for Adventure Box September 2020

September key figures below (August in parentheses):

- Website visitors 1,927,074 (1,300,533)
- Share from game websites 3% (3%)
- Share paid traffic (paid search)¹ 28% (46%)
- Average cost for paid visitors 0.15 SEK (0.15 SEK)

¹ 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.

- Number of returning users 441,885 (308,719)
- Number of banner advertising impressions 606,764 (330,853)
- Revenue per thousand banner advertising impressions 12 SEK (12 SEK)

Otherwise note that due to the large amounts of data, the above key figures, taken from Google Analytics / AdSense / Ads, can 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 and phone number +46 8 121 576 90 is the company's Certified Adviser.