

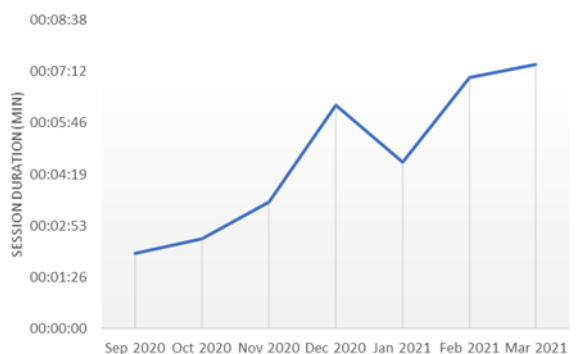
PRESS RELEASE  
April 7, 2021

## USERS SPEND SIGNIFICANTLY MORE TIME ON ADVENTURE BOX

**The average session time on the gaming platform has almost quadrupled.**

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.

As previously mentioned, Adventure Box focuses on improving the platform with a focus on, among other things, the game creators, namely the valuable users who create and share computer games. New figures show that this works. Since the strategy was introduced, the average session time on the gaming platform, among for example returning users, has increased by a factor of 3.5. From 2:05 minutes in September to 7:24 minutes in March (see graph below).



*Graph: Session time for returning users the last 6 months*

In the group of game creators, the company has also identified several "super game creators" who have been online at Adventure Box for more than 50 of the last 60 days. They are good creators of both games and game content. The game creators' games attract more followers as well as new users. The most active super-game creator has created 232 games played by hundreds of thousands of players. The most active player in turn has won over his opponents over 4,500 times. Another category of users are the so-called "Socializers", who like to communicate with other users. We have identified 272 "super-socializers", who through their behavior attract and retain users on our platform.

Despite Adventure Box's exceptionally low acquisition costs, the company chooses not to drive growth yet. The company maintains the goal of approximately 200,000 monthly visitors as successive improvements are made to the platform. Among other things, a single Adventure Box game server today can handle 5,000 - 10,000 simultaneous users, a reduction of the load by 1,000 - 2,000 times compared to our first version.

*"The greatly increased session time of our recurring, loyal users shows a steadily increasing customer satisfaction with our gaming platform. Now our employees are working to gradually make the platform even better," said Christopher Kingdon, CEO of Adventure Box.*

**Key figures for Adventure Box March 2021 (February in parentheses):**

- Number of website visitors 208,634 (209,974)
- Proportion of visitors from gaming websites 9% (13%)
- Proportion of visitors through purchased traffic<sup>1</sup> 50% (51%)
- Average cost for purchased traffic SEK 0.31 (SEK 0.34)
- Number of returning users 48,521 (55,257)
- Share of returning users 23.3% (26.3%)
- Number of still image impressions 16,807 (37,398)
- Revenue per thousand views of still image advertising SEK 5 (SEK 4)

Note that due to the large amounts of data, the above key figures, taken from Google Analytics / AdSense / Ads, can vary over time.

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<sup>1</sup> The share of users from paid search is only one type of purchased traffic and is only displayed as a reference to last month's reported numbers. A large share of the users arrive from other networks where origin or user behavior is not always displayed.



## 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, and Kerala (India). Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276.

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