

PRESS RELEASE
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ADVENTURE BOX: IMPROVED KEY FIGURES

The methodological development work of the platform is going according to plan, and the effects are starting to show in the key figures. Returning users increased to 20%, an increase of three percentage points since August. Revenue per 1,000 ad impressions increased by 116% compared to August, despite reduced customer acquisition costs.

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

The company's methodological development strategy is now beginning to show results. The downward trend in the proportion of returning users broke. The share turned up in September and is now at 20%, an increase of three percentage points since August. During September, revenues per 1,000 advertising impressions also increased by 116% compared with August.

The development of the "multi-maker" game form where users create game worlds together continued according to plan in September. The company started testing the multi-maker game form with a selection of external users.

"It is fun to see that our focused development work with experiments and tests with the users are giving results in our key figures. Admittedly from low levels, but they show that the methodological development work works," said Christopher Kingdon, CEO of Adventure Box.

Customer acquisition cost remained low in September at SEK 0.25.

Key figures for Adventure Box September 2021 (August in parentheses):

- Number of website visitors 203,796 (206,329)
- Proportion of visitors from gaming websites 4% (4%)
- Average cost for purchased traffic SEK 0.25 (SEK 0.26)
- Number of returning users 40,287 (34,680)
- Share of returning users 20% (17%)

- Number of still image impressions 3,784 (3,035)
- Revenue per thousand views of still image advertising SEK 7 (SEK 3)

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.

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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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