

PRESS RELEASE  
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## **User-created content reduces costs and increases user engagement**

**Adventure Box users import their own game components. In six weeks, the Adventure Box library of game components has grown by over 150%. In addition, over 27% of the games created on Adventure Box are now published, up from under 10% in March.**

Computer games are composed of different game components, such as body parts, buildings, plants, weapons or other similar things. For six years, the Adventure Box company has created 1,337 game components that users can create games with.

During the six weeks that Adventure Box users have been able to upload game components that they have created themselves, 2,034 new game components have been uploaded. The Adventure Box library of game components has increased by over 150% in just six weeks.

And users seem happier - over 27% of the games created on Adventure Box are now published, up from under 10% in March.

"No one knows what content will be popular, just as one cannot predict which videos will be popular on Youtube. As we build a huge range of game components and ever more games are published, the probability increases drastically that some of the games published on our platform will become global hits," says Christopher Kingdon, CEO of Adventure Box.

### **See attached graphs:**

User Created Game Components  
Published Percentage of Created Games

### **FOR MORE INFORMATION CONTACT:**

Christopher Kingdon, CEO Adventure Box, +46 (0)73 051 1414,  
chris@adventurebox.com, corp.adventurebox.com

### **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](mailto:certifiedadviser@redeye.se) and phone number +46 8 121 576 90 is the company's Certified Adviser.