

PRESS RELEASE
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+100% VISITORS IN THREE MONTHS

During May, Adventure Box visitors increased by 24% to 2,112,754. At the same time, the number of returning visitors increased by 49% to 537,356. Customer Acquisition Cost decreased by 8% to SEK 0.11.

Adventure Box is the leading streamed platform for consumer created computer games. With a single web link click users start creating, sharing and playing computer games.

- We passed 1 million visitors during February and now, already during May we have passed our next milestone, 2 million users, says Christopher Kingdon, CEO of Adventure Box. During these Corona times we see that both costs and revenues for and from advertising decrease, he continued.

Key Adventure Box Metrics May 2020

May key figures below (April figures in parentheses):

- Website visitors 2,112,754 (1,701,756)
- Share from game websites 8% (5%)
- Share paid traffic (paid search)¹ 39% (44%)
- Average cost for paid visitors 0.11 SEK (0.12 SEK)
- Number of returning users 537,356 (359,556)
- Number of advertising impressions 1,486,555 (819,929)
- Revenue per thousand advertising impressions 20 SEK (26 SEK)

Note that due to the large volumes of data, the above key metrics, obtained from Google Analytics/AdSense/Ads, may vary over time.

FOR MORE INFORMATION CONTACT:

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.



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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.