

PRESS RELEASE
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ADVENTURE BOX FOCUS ON REVENUE. THE AMBITION IS TO REACH BUSD 1.5 WITHIN 5 TO 7 YEARS

Having achieved customer acquisition cost more than 100 times lower compared to mobile app installs, Adventure Box Technology AB (publ) has proven it can grow rapidly and inexpensively. As the company now moves into the monetization phase it shifts focus to users who will monetize best. As non-monetizing visitors are deprioritized gross visitor numbers are expected to decrease significantly.

Adventure Box started growing the number of users of its patented streamed 3D technology during the autumn of 2019. Since then visitor numbers have increased with over 5,000% from 36,196 visitors during August 2019 to 2,112,754 during May 2020.

“During this first expansion phase we have managed to attract web visitors at record low cost, over 100 times cheaper than typical costs per download of mobile app games. As we enter the 2nd phase of commercialization, monetization, we are now switching our focus to those user groups who will monetize best, returning users and users who publish content”, said Christopher Kingdon, CEO of Adventure Box.

Adventure Box measures user behavior in order to determine what different users appreciate and how different user types are best acquired. The huge amount of data generated by our millions of visitors now forms the basis of our marketing strategy.

“By switching to high value users, returning users and users who will publish content, we are setting our company up for viral growth. It is only through virality that we will reach our goal of becoming the dominant social game platform. Our ambition is to reach an annual Average Revenue Per User (ARPU) of a 5 USD and 300 million Monthly Active Users (MAU) in 5 to 7 years”, Christopher Kingdon added.

See video presentation

<https://corp.adventurebox.com/en/investors/presentations/>



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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.