

PRESS RELEASE  
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## **GROWTH WHEN GAME CREATORS MAKE MORE GAMES**

**Adventure Box has a platform where a user can create games which then other can play. Getting users to create more games is one of the goals of Adventure Box. Now the company presents new data indicating that those who create games now create significantly more games per person. This fits well with the strategy with growing user-created content.**

Adventure Box, the leading streaming platform for user-created computer games, now shows that their platform gets significantly more game creators to create more games. Since the beginning of the year, the number of games created per game-creating user has increased by 67% (from about 1.5 to about 2.5). As more content is created and shared, it accelerates organic, viral, growth. In addition, the creators who publish content become loyal and returning users.

The recently reported trends with a larger share of published games, up from less than 10% to over 27%, and a sharp increase in the number of created game components, now up 200% since the beginning of August 2020, are now complemented by a sharp increase in number of games created per game creator.

“When our users create and share games and game components, it is a sign that they are proud of what they have created and that they want their friends to use their creations. Their invitations to our platform, from friend to friend, are the best marketing we can get,” said CEO Christopher Kingdon.

A live stream is arranged by Aktiespararna on Monday September 21, 1:30pm to 2:30pm, where CEO Christopher Kingdon presents, among other things, these positive growth figures. Take part in the live-streamed presentation at [www.aktiespararna.se/tv/live](http://www.aktiespararna.se/tv/live).



The attached graphs with data clarify the development

- Created Game / Game Creator
- User Created Game Components

The graphs are also available at <https://corp.adventurebox.com/se/press/> .

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

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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. 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.