

PRESS RELEASE
June 2, 2021

CONTINUED INCREASE OF PLAY TIME

Game session time increased by another 16%, from 7:24 minutes in March to 8:40 minutes in May.

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

Following the strategy communicated in September 2020, the company focuses on improving the platform to achieve viral spread. Adventure Box includes select players and game creators to develop and test new features before releasing them on the platform. The result of this work is evident in the increasing game session time and other statistics. The values given here are average times for all returning visitors to the platform; the spread is large.

In March, the company announced that the average gaming session time for returning visitors had almost quadrupled. New measurement data show that the gaming session time has increased by an additional 16% for returning users since March. From 7:24 minutes in March to 8:40 minutes in May (see graph below).



Graph: Average session time for returning users in the last eight months

Despite Adventure Box's low customer acquisition costs, the company chooses not to drive growth but retains the goal of approximately 200,000 monthly visitors as it makes successive improvements to the platform.

"The steadily increasing session time indicates that our users are increasingly satisfied with our gaming platform. The work with improvements and new functionality gives results," said Christopher Kingdon, CEO of Adventure Box.

Key figures for Adventure Box May 2021 (April in parentheses):

- Number of website visitors 200,665 (213,230)
- Proportion of visitors from gaming websites 8% (7%)
- Proportion of visitors through purchased traffic 66% (66%)
- Average cost for purchased traffic SEK 0.38 (SEK 0.31)
- Number of returning users 41,013 (44,430)
- Share of returning users 20.4% (20.8%)
- Number of still image impressions 6,520 (6,121)
- Revenue per thousand views of still image advertising SEK 2 (SEK 4)

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.
- *Percentage of visitors through purchased traffic* ("paid search") is only a type of traffic purchase and is shown only as a reference to the figures of previous monthly reports. A large proportion of users come via other paid channels, and information on where or why users come to the site is not available.

- *Average cost for purchased traffic* only one type of purchased traffic and is only displayed as a reference to previous months reported numbers. A large share of the users arrive from other paid networks where origin or user behavior is not always displayed but could still be paid for.
- *Returning users* are reported when a visitor with existing Google Analytics cookies from Adventure Box returns to the company's website.
- *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.

FOR MORE INFORMATION CONTACT:

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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.

Redeye AB with email certifiedadviser@redeye.se and phone number +46 8 121 576 90 is the company's Certified Adviser.