

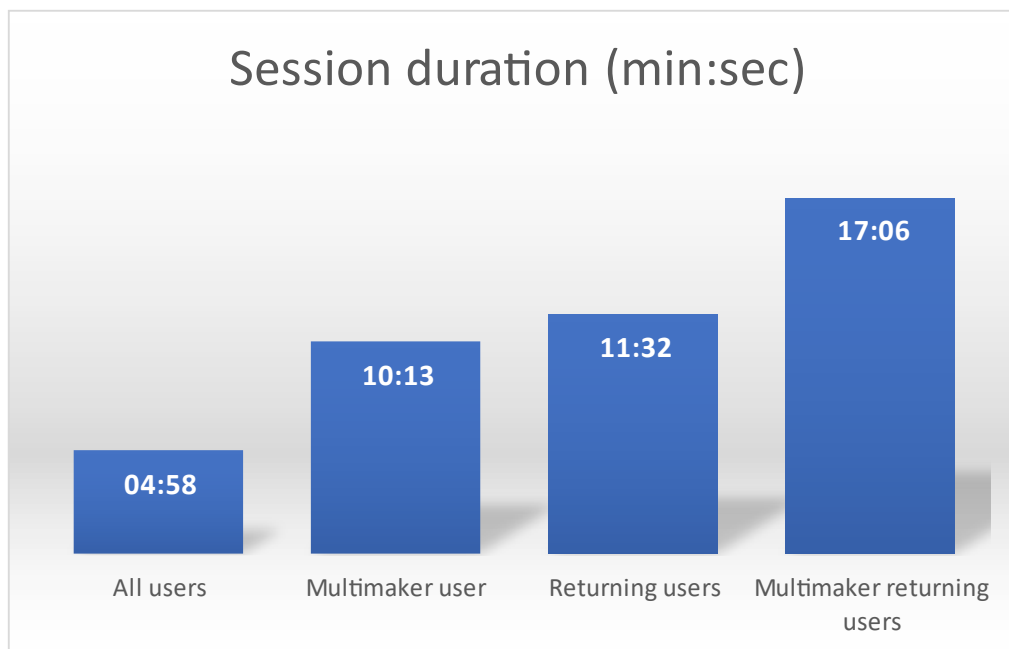
PRESS RELEASE
APRIL 5, 2022

ADVENTURE BOX: MORE USERS AND LONGER TIME IN THE MULTIMAKER

During March, the number of visitors on the platform increased to 219,269 compared to 197,580 in February. At the same time, the multimaker generates a significantly longer gaming session time for users compared to the previous platform.

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

The Adventure Box platform had 219,269 visitors in March. An increasing number of players have used the basic version of the multimaker since its January launch. Measurement data for the first quarter now also show that users in the multimaker return more often and spend more than twice as long time per user on average compared to the platform. The attached bar graphs show additional details.



Platform users spend different amounts of time on the platform depending on what they are doing. The multimaker stands out with about twice as good average session time.

Source: Google Analytics Jan 1-March 31, 2022.

"It is gratifying to see that more users visited us in March. As the multimaker shows strength with a larger proportion of returning users and increased game session times among users, it bodes well for the future as the multimaker develops," said Rickard Riblom, CEO of Adventure Box.

The customer acquisition cost remained low and was SEK 0.23 in March.

Key figures for Adventure Box March 2022 (February in parentheses):

- Number of website visitors 219,269 (197,580)
- Proportion of visitors from gaming websites 5 % (4%)
- Average cost for purchased traffic SEK 0.23 (SEK 0.25)
- Number of returning users 50,126 (45,884)
- Share of returning users 23% (23%)
- Number of still image impressions 3,611 (3,943)
- Revenue per thousand views of still image advertising SEK 5 (SEK 7)

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.
- *Average cost for purchased traffic* is the average cost of each click on an ad from visitors who click through to the company's website through paid ads.
- *Returning users* is reported when a visitor with existing Google Analytics cookies from Adventure Box returns to the company's website. Google Analytics measures for returning users depend on the user allowing Google's cookies. Returning users who have disabled cookies in their browser will therefore not count as returning by Google Analytics.
- *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.

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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 Seville, Copenhagen, and Madrid. Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276. Aktieinvest FK AB with email ca@aktieinvest.se and phone number +46 739 49 62 50 is the company's Certified Adviser.