

PRESS RELEASE
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FOCUS ON PROFITABILITY WITH 45% USER GROWTH – IN A MONTH

The rapid increase in the number of new registered users that could be seen in July continued during August at the same time as the acquisition cost decreased to a low USD 0.017 per visitor (SEK 0.15).

Adventure Box, the leading streaming platform for user-created computer games, has shown that their platform can grow quickly and at an exceptionally low cost. Now they are touching new records in low customer acquisition cost while increasing the number of users who go further in the game and register an account.

Users who register and create games are the most valuable as they are expected to generate the most revenue as well as drive viral organic growth. By taking advantage of the fact that users can play and create games on the platform, without downloading or installing anything on their computer, Adventure Box manages to reduce its customer acquisition cost per visitor. August's customer acquisition cost was approximately USD 0.017 per visitor (SEK 0.15), which is significantly lower than the industry average of USD 2-3 per installed game. This is despite the changed customer focus towards more revenue-generating and often significantly more expensive users.

At the same time, these users are also more active and loyal. Recently introduced improvements to the gaming platform mean that these users can now also create their own components for their games and sell them to other players. The number of new registered users during the month was 29,686 (25,216). During August, 1,300,533 (899,636) unique users visited the company's gaming platform.

- *The payment functions are starting to come into place, and our newly introduced platform currency "Adventure BUX", enables users to buy things on the platform. In addition, they can create their own components for their games and sell to each other, says CEO Christopher Kingdon.*

Key figures for Adventure Box August 2020

August key figures below (July in parentheses):

- Website visitors 1,300,533 (899,636)

- Share from game websites 3% (7%)
- Share paid traffic (paid search)¹ 46% (53%)
- Average cost for paid visitors 0.15 SEK (0.19 SEK)
- Number of returning users 308,719 (199,651)
- Number of banner advertising impressions 330,853 (208,130)
- Revenue per thousand banner advertising impressions 12 SEK (23 SEK)

Please note that due to the large amounts of data, the above key figures, taken from Google Analytics / AdSense / Ads, can vary over time.

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 and phone number +46 8 121 576 90 is the company's Certified Adviser.

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.