

PRESS RELEASE
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ADVENTURE BOX: THE USERS RETURN

During August, 201,542 users visited Adventure Box. The percentage of returning users continues to increase and is now at 24%. At the same time, the customer acquisition cost continues to fall and is during August at SEK 0.20.

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.

During August, Adventure Box has seen a continued increase in the percentage of returning users and is now at 24%. The continuous work to reduce customer acquisition costs resulted in August in a cost of only SEK 0.20 per user. At the same time, development work with the Multimaker is progressing according to plan.

"We buy users more and more cheaply per click, while the percentage of returning users increases. It is a double quality stamp on what we do and shows that we are becoming even more skilled at customer acquisition while at the same time improving the experience for users on the platform," said Rickard Riblom, CEO Adventure Box.

Key figures for Adventure Box August 2022 (July in parentheses):

- Number of website visitors 201,542 (205,747)
- Proportion of visitors from gaming websites: 5% (4%)
- Average cost for purchased traffic: SEK 0.20 (SEK 0.21)
- Number of returning users: 48,462 (47,300)
- Share of returning users: 24% (23%)
- Number of still image impressions: 3,591 (1,918)
- Revenue per thousand views of still image advertising: SEK 8 (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.
- *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.

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 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.