

PRESS RELEASE
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MORE VISITORS DESPITE LOWER MARKETING SPEND

In January the number of platform visitors increased from 231,062 to 317,804, customer acquisition costs were lowered from SEK 0.28 to SEK 0.09, and the share of returning users decreased from 25% to 24%.

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.

Adventure Box continues, as previously stated, to create a game platform that drives rapid organic growth. This work consists of creating a product with clearly measurable improved user behavior in close collaboration with selected users. Approximately 200,000 visitors are enough for reliable measurements of such user behavior.

The company does not expect January's very low customer acquisition costs to remain.

"Our focus is on creating the best conditions for explosive organic growth. We want to see a continued reduction in the share of visitors from purchased traffic and a large increase in returning users before we increase our investment in marketing," said Christopher Kingdon, CEO of Adventure Box.

Key Metrics for Adventure Box January 2021 (December in parentheses):

- Monthly web page visitors (MAU) 317,804 (231,062)
- Share of visitors from gaming pages 9% (9%)
- Share of page visits purchased traffic¹ 25% (63%)
- Average cost purchased traffic SEK 0.09 kr (SEK 0.28)
- Number of returning users 76,192 (58,683)

¹ The share of users from paid search is only one type of purchased traffic and is only displayed as a reference to last month's reported numbers. A large share of the users arrive from other networks where origin or user behavior is not always displayed.



- Static ads display count 38,939 (31,587)
- Revenue per thousand views of static ads 2 kr (3 kr)

Note that because of high amounts of data the key metrics above, collected from Google Analytics/AdSense/Ads, can vary over time.

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OM 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, Copenhagen, 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.