ADVENTURE BOX: CREATOR COMMUNITY

Community building activities among game creators increases engagement. The new, currently under development, "multi-maker" functionality allows users to create games together, strengthening this sense of community.

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

In July, Adventure Box launched new competitions for game creators. The theme competition "Challenge of the Month" and challenges "Model of the Week" and "Game of the Week" noticeably increased user commitment and promoted the creativity of both new and returning game creators.

The company's Discord channel, where game creators share tips and experiences, user community activity increased.

Many of our best game creators are focusing on parkour games, a popular category featuring obstacle courses with varying degrees of difficulty. These games attract thousands of players every month.

"The social aspect is very important. We see clear examples of this both in our work with the existing product and in the tests we do of the new multi-maker," said Christopher Kingdon, CEO of Adventure Box.

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Key figures for Adventure Box August 2021 (July in parentheses):

• Number of website visitors 206,329 (207,090)

• Proportion of visitors from gaming websites 4% (5%)

• Average cost for purchased traffic SEK 0.26 (SEK 0.25)

• Number of returning users 34,680 (39,951)

• Share of returning users 17% (19%)

• Number of still image impressions 3,035 (3,879)

• Revenue per thousand views of still image advertising SEK 3 (SEK 3)

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 Paris, Seville, Malta, and Copenhagen. Adventure Box is traded at Nasdaq First North Growth Market under the short name ADVBOX and ISIN code SE0012955276.

Aktieinvest FK AB with email greta.ek@aktieinvest and phone number +46 8 5065 1700 is the company's Certified Adviser.

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