ADVENTURE BOX: STRENGTH THROUGH USER-CREATED CONTENT

The proportion of returning users increased by three percentage points compared to October to 22%, despite only having new development in the not yet released Multimaker. This increase shows the power of letting users create the games themselves.

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 gaming platform had 201,395 visitors in November, of which 22% have been returning. This represents an increase of three percentage points compared to October. In November, the company focused on the new multimaker game form and optimizing it for mobile phone users and different phone models.

"Although we focused on testing and development of the multimaker and have not released any new functionality on the existing platform, the proportion of returning users increased," said Rickard Riblom, CEO of Adventure Box. "The interesting thing about this is that it proves the strength of our case, that is, a platform where users themselves create the content. They continue to create better content at each opportunity," Rickard continues.

The customer acquisition costs remained low and was SEK 0.22 in November. The multimaker's user-friendliness and functionality are prioritized in the development work and are now in smaller test phases.

Key figures for Adventure Box November 2021 (October in parentheses):

• Number of website visitors 201,395 (201,169)

• Proportion of visitors from gaming websites 3% (3%)

• Average cost for purchased traffic SEK 0.22 (SEK 0.26)

• Number of returning users 44,731 (38,070)

• Share of returning users 22% (19%)

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- Number of still image impressions 3,445 (3,148)

- 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.

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 Paris, Seville, Malta, Copenhagen, Madrid, and Riga. 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.

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