

PRESS RELEASE
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A MORE FOCUSED GROWTH STRATEGY

With strengthened liquidity, Adventure Box now fully prioritizes viral growth.

The recently closed new share issue enables the company to avoid the risk of premature revenue optimization and instead advance faster towards the company's vision of becoming the globally leading sharing platform for consumer-created games. As the market position is to be taken with organic growth, the company now focuses entirely on those customers who most create and share content on the platform.

After the company in June 2020 adjusted its marketing focus from learning how, and at what cost, different user types were reached to focus on two user categories; users in tier1 countries that are assumed to generate higher revenues, as well as users who create and share content, the company's growth rate has increased. See attached graph.

Now the company intends to focus entirely on those users who create and share content. According to the company's calculations, further narrowing the target group will further increase the growth rate in the long term. In the short term, a decline in the total number of users is expected.

The company will continue to develop their revenue models but with the main focus of generating revenue for the users who create and share popular games. Those game may then generate advertising revenue or in-game content purchases via the Adventure Box platform.

"After this new share issue we are ready to take the next steps on our journey towards becoming the globally leading platform for playing and sharing games. The capital injection ensures that we will succeed," said Christopher Kingdon, CEO, Adventure Box Technology AB (publ).



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.