

PRESS RELEASE
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ADVENTURE BOX PASS 500 000 VISITORS

When Adventure Box, recently listed at Nasdaq First North, presents their growth numbers for November it becomes apparent that streaming technology lowers customer acquisition costs. It is simply easier to become a customer if a game can be played directly without requiring download and installation.

To achieve low customer acquisition cost both media and game companies strive to offer the most direct access to its services. Each additional step towards becoming a customer increases the risk of losing potential customers. Therefore, online casinos, TV, movie and music industries have since long abandoned download for streaming.

- Our main competitor Roblox have annual revenues of approximately 1 USD per monthly web page visitor, this despite requiring a download. We believe that our streaming technology should make us 2.5-5 times more effective in turning web page visitors into paying customers, says Adventure Box CEO, Christopher Kingdon.

Adventure Box has created a streamed sharing platform for computer games. Just one web click is required for a user to access the platform where they can make, share and play 3D games online.

- By removing the download step users can start playing immediately, says Christopher. Our low customer acquisition costs exemplify what a big effect this has, he continues.

Adventure Box makes it easy for users to make, share and play 3D games online. Users who made and shared a game often return to see how their published game is doing, much as video creators return to YouTube to see how many likes their video is receiving.

- The share of returning users is proof that the core of our offering is working. User who create games return often. We have now passed the milestone of 100 000 returning users while we continue to grow our total number of visitors at a low cost, Christopher continues.

Key Adventure Box Metrics September – November

Period (2019)	Sep 1-30	Oct 1-31	Nov 1-30
Web page visitors	115 264	409 005	507 819
Share from game web pages	23,4%	8,9%	8,2%
Paid traffic ¹ ("paid search")	49,3%	70,6%	90,5%
Average cost for paid visitors ¹	0,26 kr	0,27 kr	0,24 kr
Number of returning users	33 723	62 358	102 912
Shown advertisement messages	48 826	163 030	354 222
Total revenue from advertising (SEK)	4 355	17 305	24 336
Revenue per thousand advertising views (SEK)	89	106	68

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