

PRESS RELEASE
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ADVENTURE BOX SEES POWERFUL INCREASE IN DEMAND FOR ONLINE GAMES

When people across the world choose to stay at home because of the COVID-19 pandemic, the demand for online games increase sharply. Adventure Box Technology AB (publ) - listed on Nasdaq First North - sees a strong increase in interest in the company's solution for streamed games. This has led to a reduction in customer acquisition costs by more than 30 percent.

Since August, Adventure Box has seen an increase of 2,700 percent in the number of users who want to create, share and play computer games using the company's streamed platform. At the same time, the marketing cost per new user has decreased. Now this cost is further reduced, by over 30%.

- We have previously shown that our one-click platform converts Internet users to Adventure Box users at a very low cost. We have an attractive and easily accessible offering. As demand now increase, we see it directly in reduced marketing costs per user, says Christopher Kingdon, CEO of Adventure Box.

During January and February 2020, the company experienced a falling cost to attract new players. The average cost has dropped to a low SEK 0.22 per click. In recent days, that figure has fallen further - to SEK 0.15 per click.

- We interpret this as a substantial increase in the number of people who are active and playing. Probably an effect of the corona virus. With a reduced cost of more than 30 percent, Adventure Box's potential for profitability improves significantly, says Christopher Kingdon.

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