ADVENTURE BOX: THE GAME MODEL DELIVERS

Both the proportion of returning users and the length of their gaming sessions continue to increase compared with the previous month.

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.

During January, the Adventure Box platform had 199,247 visitors. 22% of the visitors in January were returning. These returning users spent an average of 9.6 minutes per visit, compared to 9 minutes in December.

"The business model with user-created games once again shows its strength. We see that the games are gradually getting better and that the activity between players and game creators is increasing. This means that players are increasingly coming back and spending more time on the platform. Now we are even more excited about the multimaker," said Rickard Riblom, CEO of Adventure Box.

The customer acquisition cost remained low and was SEK 0.26 in January.

Key figures for Adventure Box January 2022 (December in parentheses):

• Number of website visitors 199,247 (199,049)

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

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

• Number of returning users 44,296 (42,051)

• Share of returning users 22% (21%)

• Number of still image impressions 4,419 (3,818)

• Revenue per thousand views of still image advertising SEK 7 (SEK 5)

Note that the above key figures taken from Google Analytics / AdSense / Ads can vary over time due to the large amounts of data.

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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 Seville, Copenhagen, and Madrid. 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.