

PRESS RELEASE  
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## **ADVENTURE BOX: THE GAME MODEL SHOWS CONTINUED STRENGTH**

**The trends of an increasing number of returning users and increased duration of gaming sessions amongst returning users continue 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.

The Adventure Box platform had 197,580 visitors in February, of which 23% were returning. A returning user spent an average of 10:00 minutes per visit, compared to 9:42 minutes in January.

During February, Adventure Box continued to focus solely on the new multimaker game. A basic version of the multimaker is available on the Adventure Box website. Despite this, the metrics on the undeveloped gaming platform improve regarding both returning users and their average gaming session length.

*"Our most talented game creators create game worlds and game intrigues that attract our visitors and keep them longer. It's really inspiring to see how user-created content can improve our KPIs," said Rickard Riblom, CEO of Adventure Box. "We can use that in the multimaker," he continued.*

The customer acquisition cost remained low and was SEK 0.25 in February.

### **Key figures for Adventure Box February 2022 (January in parentheses):**

- Number of website visitors 197,580 (199,247)
- Proportion of visitors from gaming websites 4 % (4%)
- Average cost for purchased traffic SEK 0.25 (SEK 0.26)
- Number of returning users 45,884 (44,296)
- Share of returning users 23% (22%)
- Number of still image impressions 3,943 (4,419)

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

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 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](mailto:ca@aktieinvest.se) and phone number +46 739 49 62 50 is the company's Certified Adviser.