

PRESS RELEASE  
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## ADVENTURE BOX: USER-CREATED CONTENT DRIVES GAME SESSION LENGTH

**The game session length for returning users increased by 29% in December, from seven minutes in November to nine minutes in December.**

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 December, the Adventure Box platform had 199,049 visitors, of which 21% have been returning. The company continued to develop and test the new game form Multimaker, targeting a successive launch during Q1 2022.

*"Despite the full development focus on the multimaker, we have seen a continuous increase in the gaming session length on the existing platform in recent months. Users are creating better and better games, which really strengthens us in the belief in the business model with user-created games," said Rickard Riblom, CEO of Adventure Box.*

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

### **Key figures for Adventure Box December 2021 (November in parentheses):**

- Number of website visitors 199,049 (201,395)
- Proportion of visitors from gaming websites 4% (3%)
- Average cost for purchased traffic SEK 0.26 (SEK 0.22)
- Number of returning users 42,051 (44,731)
- Share of returning users 21% (22%)
- Number of still image impressions 3,818 (3,445)
- Revenue per thousand views of still image advertising SEK 5 (SEK 3)

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 Paris, Seville, Malta, Copenhagen, Madrid, and Riga. 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.