

PRESS RELEASE
4 February 2020

CONTINUED STRONG GROWTH FOR ADVENTURE BOX

In one month, the number of visitors to AdventureBox.com has increased by 21% to 821,519. At the same time, the number of returning visitors increased by 29% to 195.980.

Adventure Box is the leading streamed platform for consumer created computer games. Only a single click on a web link is required for a user to start creating, sharing and playing computer games.

- We have increased our visitor numbers with over 2100% since August. By decreasing our customer acquisition costs with yet another 15% we have now thoroughly proven how cost effectively we can drive new users to Adventure Box, says Christopher Kingdon, CEO of Adventure Box.

Key Adventure Box Metrics January 2020

Key metrics for January below (December in parenthesis):

- Web page visitors 821 519 (676 691)
- Share from game web pages 7% (9%)
- Share paid traffic (paid search) 81% (77%)
- Average cost for paid visitors 0,23 SEK (0,27 SEK)
- Number of returning users 195 980 (152 248)
- Shown advertisement messages 439 355 (446 807)
- Revenue per thousand advertising views 40 SEK (58 SEK)

Since not all banks display tables correctly, we have chosen to communicate key metrics above in bullet form. Please refer to previous press released for key metrics for August to November 2019.

Note that due to the very large volumes of data, the above key metrics, obtained from Google Analytics/AdSense/Ads, may vary over time.



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