

PRESS RELEASE  
JANUARY 1, 2021

## **DECEMBER: INCREASED USER ENGAGEMENT WITH FEWER USERS**

**User experience research followed by product improvements have resulted in better user behavior, increased time spent on site and more returning users.**

Adventure Box, the leading social cloud gaming platform for user-generated content, makes it easy and fun to make, share and play online.

During the autumn the company has continued to expand its user experience research, which is helping to understand how to improve user engagement. Recent improvements include less lag, a more reliable user experience and integration with the gamer service Discord. The updated user interface also provides for easier making and playing. Such improvements are driving better user behavior, including increased time users spend on the platform as well as more returning users.

The share of returning users increased, from 21% in November to 25% in December. The average time all visitors spent at Adventure Box per visit increased by 80% from 1 minute and 25 seconds in November to 3 minutes and 11 seconds in December. The average time on site for logged-in users increased by 11% from 22 minutes and 3 seconds in November to 24 minutes and 31 seconds in December.

Monthly Active Users (MAU) are falling back due to the company's decision to limit marketing while working on improving the organic growth performance of the platform. Monthly Active Users (MAU) were 822,532 in November and 231,062 in December.

"By focusing on our core users, and by creating a fun, creative and social platform for them, we will achieve viral spread," said Christopher Kingdon, CEO of Adventure Box.

### **Key metrics for Adventure Box December 2020 (November in parenthesis):**

- Monthly web page visitors (MAU) 231,062 (822,532)
- Share of visitors from gaming pages 9% (4%)
- Share of page visits purchased traffic <sup>[1]</sup> 63% (52%)

- Average cost purchased traffic SEK 0.28 (SEK 0,22)
- Number of returning users 58,683 (176,460)
- Static ads display count 31,587 (249,441)
- Revenue per thousand views of static ads 3 SEK (SEK 10)

Note that because of high amounts of data the key metrics above, collected from Google Analytics/AdSense/Ads, can vary over time.

[1] The share of users from paid search is only one type of purchased traffic and is only displayed as a reference to last month's reported numbers. A large share of the users arrive from other networks where origin or user behavior is not always displayed.

*This information is such that Adventure Box Technology AB (publ) is required to disclose in accordance with the EU Market Abuse Regulation. Information was provided through the above contact persons' publication for publication on January 1, 2021 at 17:35 CET.*

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

Redeye AB with email certifiedadviser@redeye.se and phone number +46 8 121 576 90 is the company's Certified Adviser.