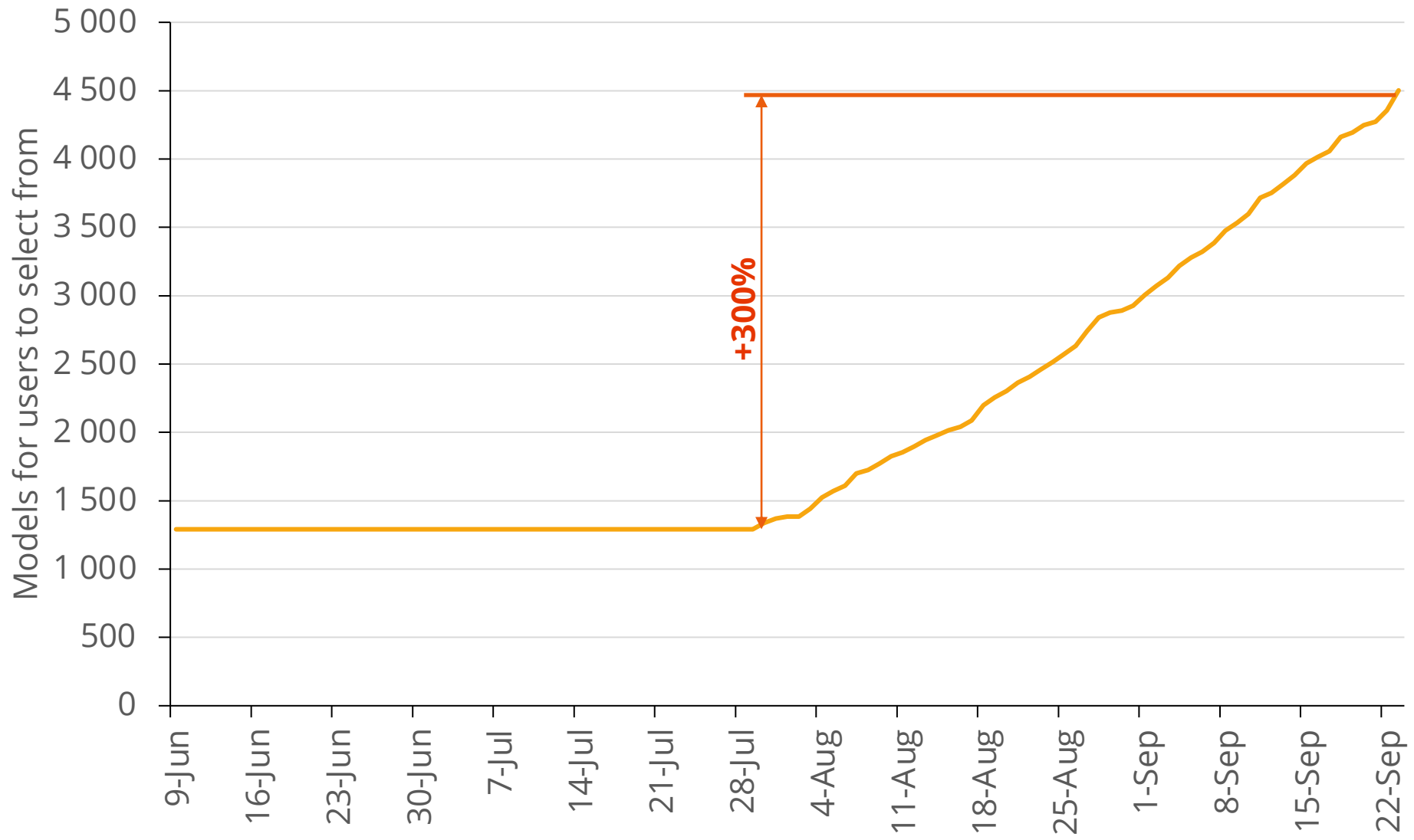


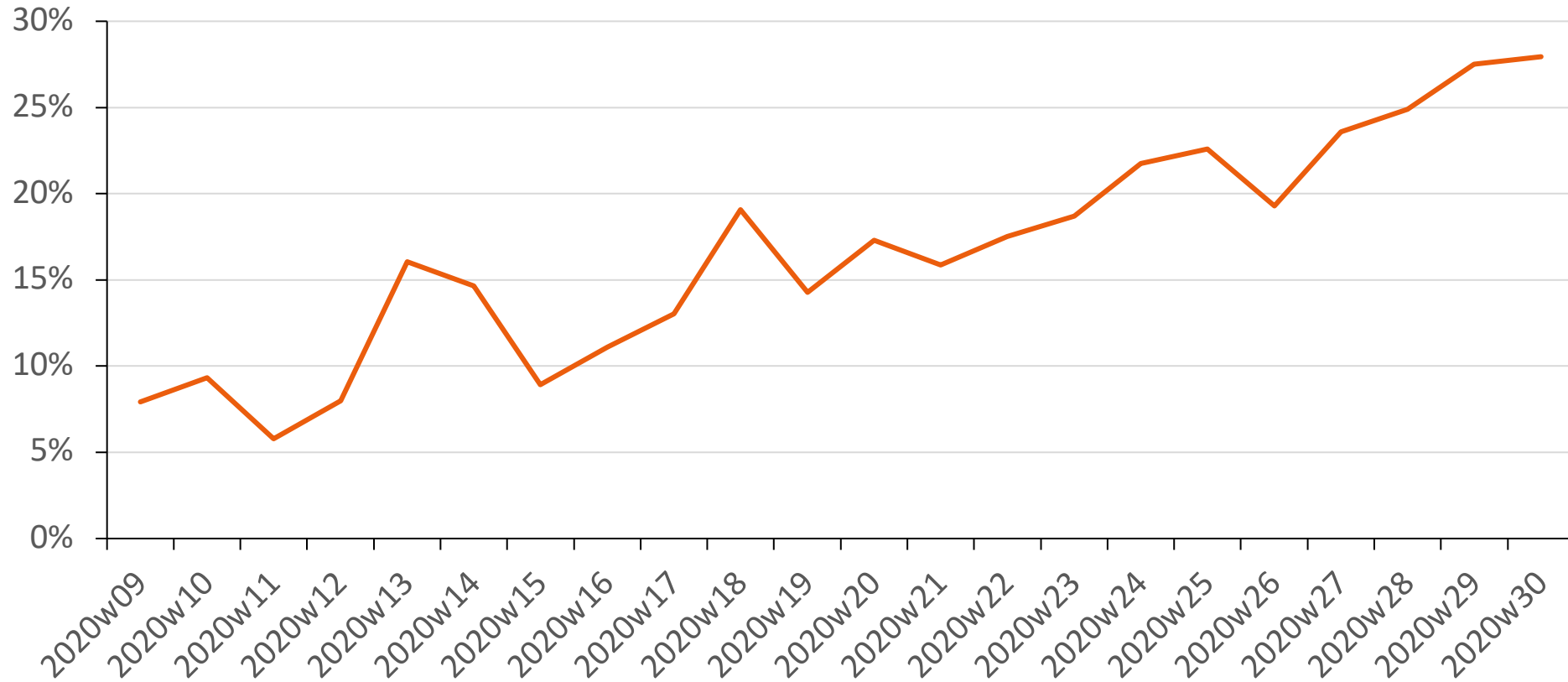
USER-CREATED GAME COMPONENTS

KPI - Core Growth Drivers
Key Pillars to Virality



PUBLISHED GAME / GAME

KPI - Core Growth Drivers
Key Pillars to Virality



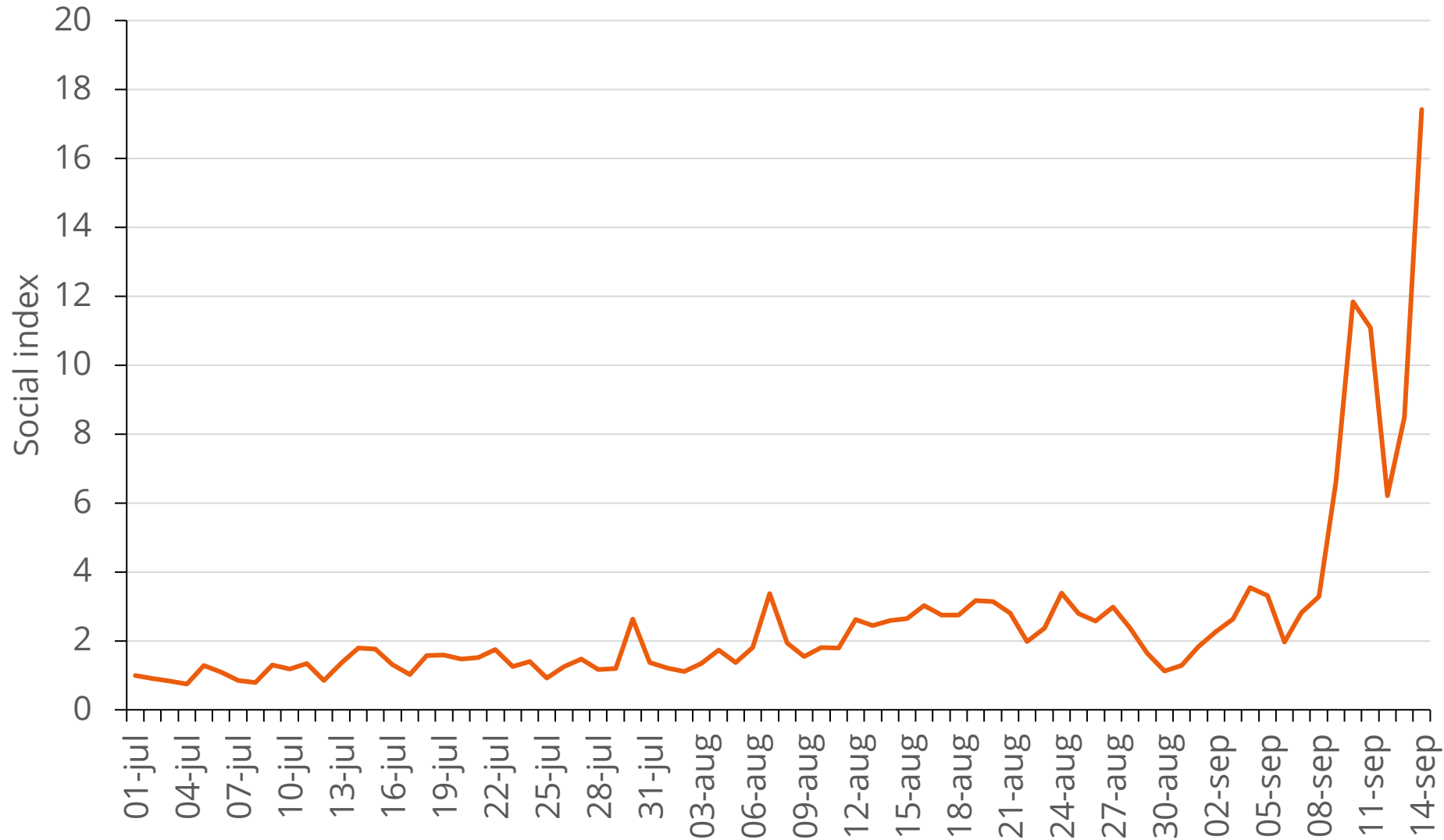
CREATED GAME / GAME CREATOR

KPI - Core Growth Drivers
Key Pillars to Virality



SOCIAL TAKING OFF

KPI - Core Growth Drivers
Key Pillars to Virality



Note: Index shows relative change from July 1st 2020. The social index is calculated as the sum of the social events on www.AdventureBox.com