

PRESS RELEASE

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MORE LOYAL USERS AND AN INCREASED SHARE OF RETURNING USERS

Product improvements and more loyal “super-users” lead to an increased share of returning users in February compared to January, from 24.0% to 26.3%.

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.

Adventure Box focuses on its super users, the users who create and share computer games on the platform. These active platform users spend more time and return to Adventure Box more often than other types of users.

The company has identified several super user groups, including super game creators, super players, and super chatters. The company works to have a close relationship with its super users to connect them closer to us and with their help increase the number of super-users.

The most active Adventure Box super creator has published a total of 232 games. The games created by the super creators attract and retain new players to the platform. Adventure Box’s top super player has defeated over 4,500 other players. A third group of super users are very social. Adventure Box’s 272 super chatters write significantly more comments and posts than other users.

The company retains the goal of 200,000 monthly visitors while improvements are made to the platform. In the last month we have improved how players meet and play together.

“The fact that we are increasing the proportion of loyal users shows that we are on the right track towards our goal of strong, viral growth. Super users are especially important as inspirers for other users,” said Christopher Kingdon, CEO of Adventure Box.

Key figures for Adventure Box February 2021 (January in parentheses):

- Number of website visitors 209,974 (317,804)
- Proportion of visitors from gaming websites 13% (9%)
- Proportion of visitors through purchased traffic 51% (25%)
- Average cost for purchased traffic SEK 0.34 (SEK 0.09)
- Number of returning users 55,257 (76,192)
- Share of returning users 55,257 (76,192)
- Number of still image impressions 26.3% (24.0%)
- Revenue per thousand views of still image advertising SEK 4 (SEK 2)

Note that due to the large amounts of data, the above key figures, taken from Google Analytics / AdSense / Ads, can vary over time.

FOR MORE INFORMATION CONTACT:

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OM 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, 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.