

PRESS RELEASE  
DECEMBER 3, 2020

# Registered Adventure Box Users Increase Despite Reduced Ad Spend

## *New strategy places focus on game makers*

**STOCKHOLM (DECEMBER 3, 2020)** – Swedish gaming company Adventure Box's recent shift in marketing focus has led to a 26% increase in new registrations for November despite a 42% decrease in website traffic. Adventure Box is the leading streaming platform for user-created 3D games. The Adventure Box platform allows users to play, create and share games with users worldwide.

Earlier this year, Adventure Box began its shift in marketing strategy. Adventure Box's new marketing strategy focuses on game and content creators. An increasing number of Adventure Box visitors are registering accounts despite the gaming company's intentional decrease in ad spending.

"With our focus on customer contact and product excellence, we are working towards a tipping point where Adventure Box content will spread rapidly across the globe," said Christopher Kingdon, CEO, Adventure Box Technology AB.

Adventure Box will continue to develop its platform to improve User Experience. The core game engine now focuses on multiplayer, more intelligent AI, and a more fun and engaging gaming experience.

### **Key metrics for Adventure Box November 2020 (October in parentheses):**

- Number of site visitors 822 532 (1 428 552)
- Share of visitors from gaming pages 4% (4%)
- Share of page visits purchased traffic<sup>[1]</sup> 52% (25%)
- Average cost purchased traffic SEK 0,22 (SEK 0,14)
- Number of recurring users 176 460 (357 012)
- Static ads display count 249 441 (711 550)
- Revenue per thousand views of static ads SEK 10 (SEK 13)

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

**FOR MORE INFORMATION, CONTACT:**

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**ABOUT ADVENTURE BOX TECHNOLOGY AB**

Adventure Box makes it easy and fun to create, share and play 3D games online. The company's world-leading streaming technology is patent protected. Founded in Stockholm in 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, at [certifiedadviser@redeye.se](mailto:certifiedadviser@redeye.se) and phone number +46 8 121 576 90, is the company's Certified Adviser.

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[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 arrives from other networks where origin or user behavior is not always displayed.

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