



PRESS RELEASE
JULY 7, 2020

RETENTION INCREASE BY 92% WITH THE NEW SOCIAL NETWORK

After Adventure Box AB (publ) released its new social network functionality day one (D1) user retention has increased by 92%.

With the new social network functionality users can now stay up to date with the activities of gaming friends and share their own activities both inside the Adventure Box social network and outside. Content, games, and achievements are easily shared. Early data suggests that Adventure Box's newly released social network is driving higher user loyalty and virality. Increasing retention is important since returning users are those who will make in-game purchases and sign subscriptions when these business models are introduced.

"When kids and young adults create content, they love to tell the world about their new creations. Adventure Box intends to become the leading social network for game content," said CEO Christopher Kingdon.

Adventure Box spent months rewriting and testing its content engine to support easier and more efficient game making, playing, and sharing in its social network and to allow user to create not only games made with Adventure Box content but to also create their own content. The company expects further key performance indicator improvements, as it releases new features made possible by its updated content engine.

"A/B testing with 45 thousand users shows a 92% increase in D1 retention after this first release based on the new content engine," said Chief Product Officer Dan Greening.

FOR MORE INFORMATION CONTACT:

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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 has staff in Europe, USA, and 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 companies Certified Adviser.