

PRESS RELEASE  
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## STABLE USER INTEREST AFTER CHANGED STRATEGY FOCUS

**In line with expectations from the new strategy focused on organic growth, October shows only a small reduction in the total number of users. This despite sharply reduced marketing since the second half of October. User interest remains stable.**

Adventure Box is the leading streaming platform for user-created computer games.

As previously communicated, the company has further narrowed its focus to those users who develop and share games on the platform. According to the company's calculations, this narrowing of the target group will in future lead to faster, viral, growth.

"The development is completely in line with our expectations," said Christopher Kingdon, CEO of Adventure Box Technology AB (publ).

### Key figures for Adventure Box October 2020

October key figures below (September in parentheses):

- Number of website visitors 1,428,552 (1,927,074)
- Proportion of visitors from gaming websites 4% (3%)
- Percentage of visitors bought traffic<sup>1</sup> 25% (28%)
- Average cost for purchased traffic SEK 0.14 (SEK 0.15)
- Number of returning users 357,012 (441,885)
- Number of views of still image advertising 711 550 (606 764)

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<sup>1</sup> The proportion of visitors from paid search is only one type of traffic purchase and is shown only as a reference to the figures from previous monthly reports. A large proportion of the users come via other networks, where it is not always shown from where or why users come to the site.



- Revenue per thousand views of still image advertising SEK 13 (SEK 12)

In addition, note that due to the very large amounts of data, the above key figures, taken from Google Analytics / AdSense / Ads, may vary over time.

### **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 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](mailto:certifiedadviser@redeye.se) and phone number +46 8 121 576 90 is the company's Certified Adviser.