

PRESS RELEASE
December 7, 2020

FOCUS RESULTS IN LESS USERS

Adventure Box's previously communicated marketing strategy, focusing on users who create and share content results, as expected, in initially less users. December 1-6, the number of website visitors decreases by 67% compared to November 1-6.

Adventure Box is the leading streaming platform for user-created computer games. Since Adventure Box new share issue in September, the company has, as previously announced, focused their marketing strategy on those users who create and share content on the platform.

During December 1-6, the Adventure Box website was visited by 62,980 unique visitors. A decrease of 67% compared to 1-6 November.

The proportion of returning visitors was 21% in November, increasing to 26% during the period 1-6 December.

In November, the number of newly registered accounts increased by 26% compared to October, despite a total decrease in the number of website visitors by 42%. This means that the proportion of website visitors who create accounts increased by 119% from October to November. This increase has continued. During the period 1-6 December the proportion of website visitors who create accounts increased by 61.8% compared with November.

"We can only take the market position as the globally leading sharing platform for consumer-created computer games with strong organic growth. Our focus is now entirely on creating the right conditions for this growth. We do this by optimizing the user experience for those users who create and share content. That a larger proportion of new visitors create accounts and that the proportion of returning users is increasing are good signs," says Christopher Kingdon, CEO of Adventure Box.

FOR MORE INFORMATION CONTACT:

Christopher Kingdon, CEO Adventure Box, +46 (0)73 051 1414,
chris@adventurebox.com, corp.adventurebox.com



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 and phone number +46 8 121 576 90 is the company's Certified Adviser.

This information is such that Adventure Box Technology AB (publ) is required to disclose in accordance with the EU Market Abuse Regulation. Information was provided through the above contact persons' publication for publication on 7 December 2020 at 15:29 PM CET.