SUPER LEAGUE

LEADING THE FUTURE OF
IMMERSIVE 3D ENGAGEMENT

APRIL 2024

Forward Looking Statements:

Certain statements in this presentation constitute "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended. Any statements that refer to expectations or other characterizations of future events, circumstances or results are forward-looking statements. You can also identify these statements by use of the words "may," "will," "should," "plans," "explores," "expects," "anticipates," "continues," "estimates," "projects," "intends," and similar expressions. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to the overall strength and growth opportunities in the esports industry, changes in consumer demand for the company's services and the games the company licenses, changes in the competitive environment for the company's technologies, services and products, and changes in the price of streaming services, licensing fees, and network infrastructure, hosting and maintenance. Given these uncertainties, you should not place undue reliance on these forward-looking statements. The views expressed herein are those of management and are based on currently available information. Estimates and projections contained herein have been prepared by management and involve significant elements of subjective judgment and analysis and are based on certain assumptions. No representation nor warranty, expressed or implied, is made as to the accuracy or completeness of the information contained in this presentation and nothing contained herein is, or shall be relied upon as a promise or representation, whether as to the past or the future.

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Additional risks and uncertainties that could affect our financial results are included in the section titled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Annual Report on Form 10-K for the year ended December 31, 2022 and other filings that we make from time to time with the Securities and Exchange Commission which, once filed, are available on the SEC's website at www.sec.gov.
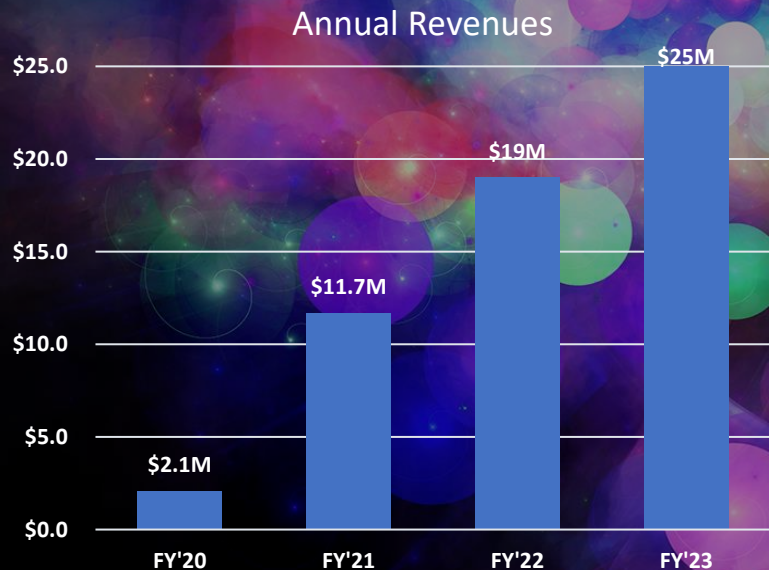
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We are a team of **strategists, innovators, creators, storytellers & builders** – and experts in the language of 3D engagement.

Overview

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Annual Revenues

Year	Revenue
FY'20	$2.1M
FY'21	$11.7M
FY'22	$19M
FY'23	$25M

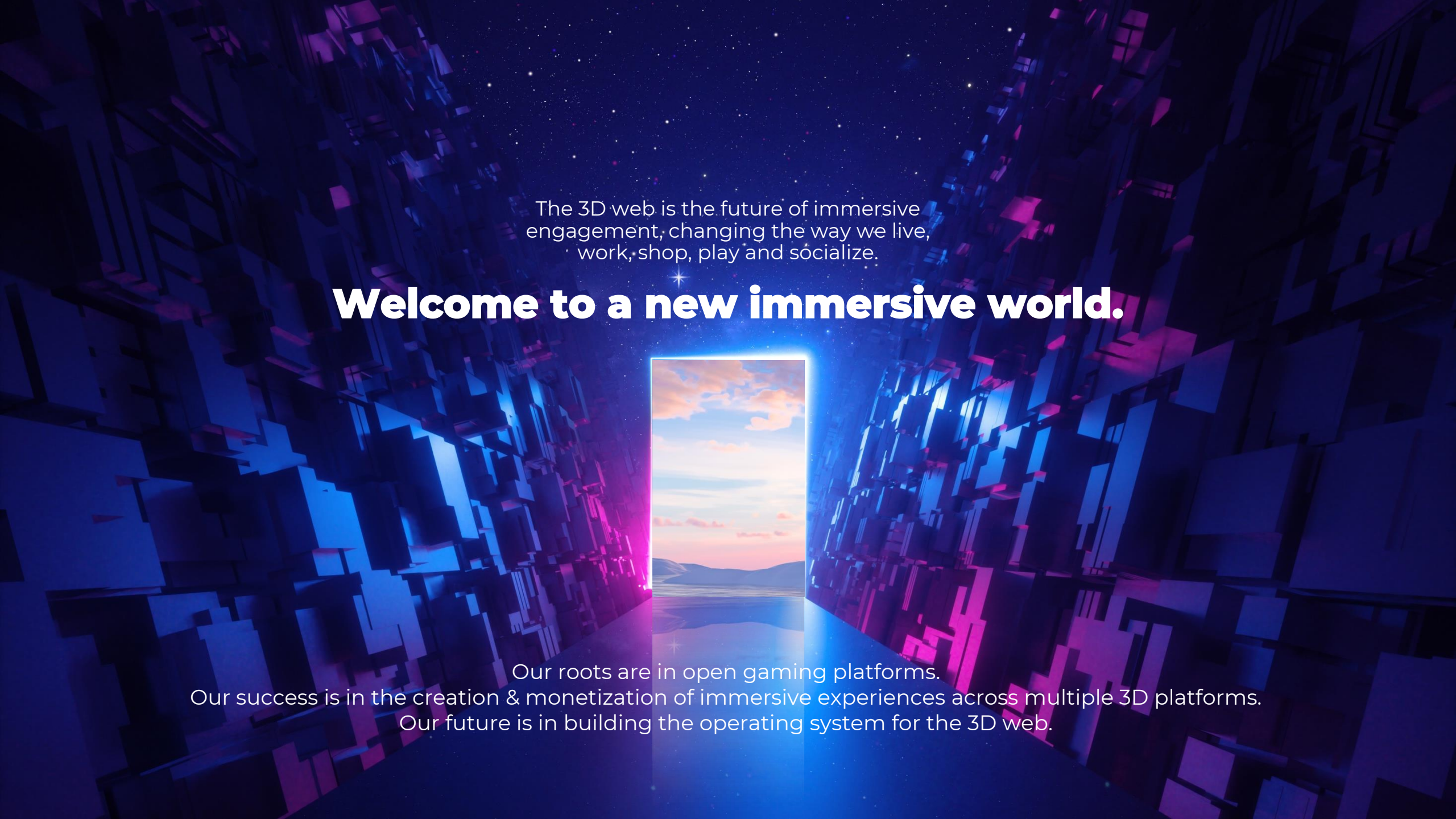**We believe the bulk of digital ad spend will move toward 3D engagement, and we are ready:**

- **An operating system for the 3D web;** helping brands speak the language of 3D engagement.

- 3500 in-network game experiences reaching over **130 Million immersive monthly active players**.

- **One-stop shop for global marquee brands** to reach Gen Z & Alphas in this fast growing social channel where they live.

- Powerful suite of tech and capabilities, offering **immersive experiences, proprietary immersive media products and creator tools and analytics** to deliver full campaign goals.

- **Growth driven by larger deals, more persistent brand programs** – recent $3.8M win in Q3/Q4 for largest deal ever.

- **Serving ~ 100 brands in '23** – 26 immersive builds with 30 minute peak engagement and over 500M+ visits, 180+ in-game ad campaigns.

- Turning an important corner - **our path to profitability in '24.**

The 3D web is the future of immersive
engagement, changing the way we live,
work, shop, play and socialize.

Welcome to a new immersive world.

Our roots are in open gaming platforms.
Our success is in the creation & monetization of immersive experiences across multiple 3D platforms.
Our future is in building the operating system for the 3D web.
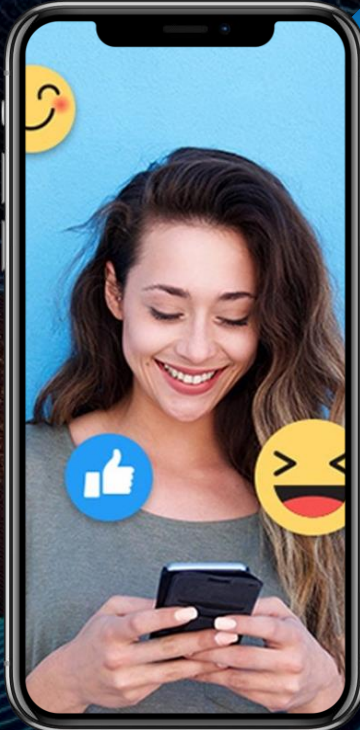
Immersion Increases as Tech Advances.

TV

WWW

APPS

SOCIAL

GAMING/ METAVERSE/ WEB3.0

The Evolution of Engagement.

We see 3 major trends that are opening doors for the next evolution of immersive engagement.

The 3D Web and future of digital advertising is upon us.

H&M

1 **Phygital Commerce** – elevating Spatial Commerce to live between the digital and physical world

2 **Co-creation Platforms** – immersive engagement with consumer communities deepening brand relationships

3 **AI Led Transformation** – creating unprecedented experience adaptability & evolution

The immersive platforms on the 3D Web continue to realize incredible growth.

The audience is already there.

+3.1B
Gamers in the World
(+25% since 2018)

+500M
In Immersive Platforms
(+250% since 2018)

250M
ROBLOX

140M
MINECRAFT

70M
FORTNITE

23M
RECROOM

Massive global brands are creating culture, community & commerce through immersive new models.

Travis Scott's Fortnite Concert

27M TOTAL USERS

Lil Nas Roblox Concert was attended

33M TIMES

Barbie DREAMHOUSE™

60M VISITS IN 30 DAYS

WILD'N OUT METAVERSE REMIX — MINEHUT

37M INTER-ACTIONS

Nike new profit earner

$185M IN NFT SALES

Chipotle gave away

130K REAL BURRITOS IN 30 MIN

$81B

Web 3.0 Total Addressable Market Size by 2030, 47% CAGR as a sector

Immersive environments create unprecedented reach, engagement & conversion.

Consumer behaviors are shifting.

Immersive content increases engagement by

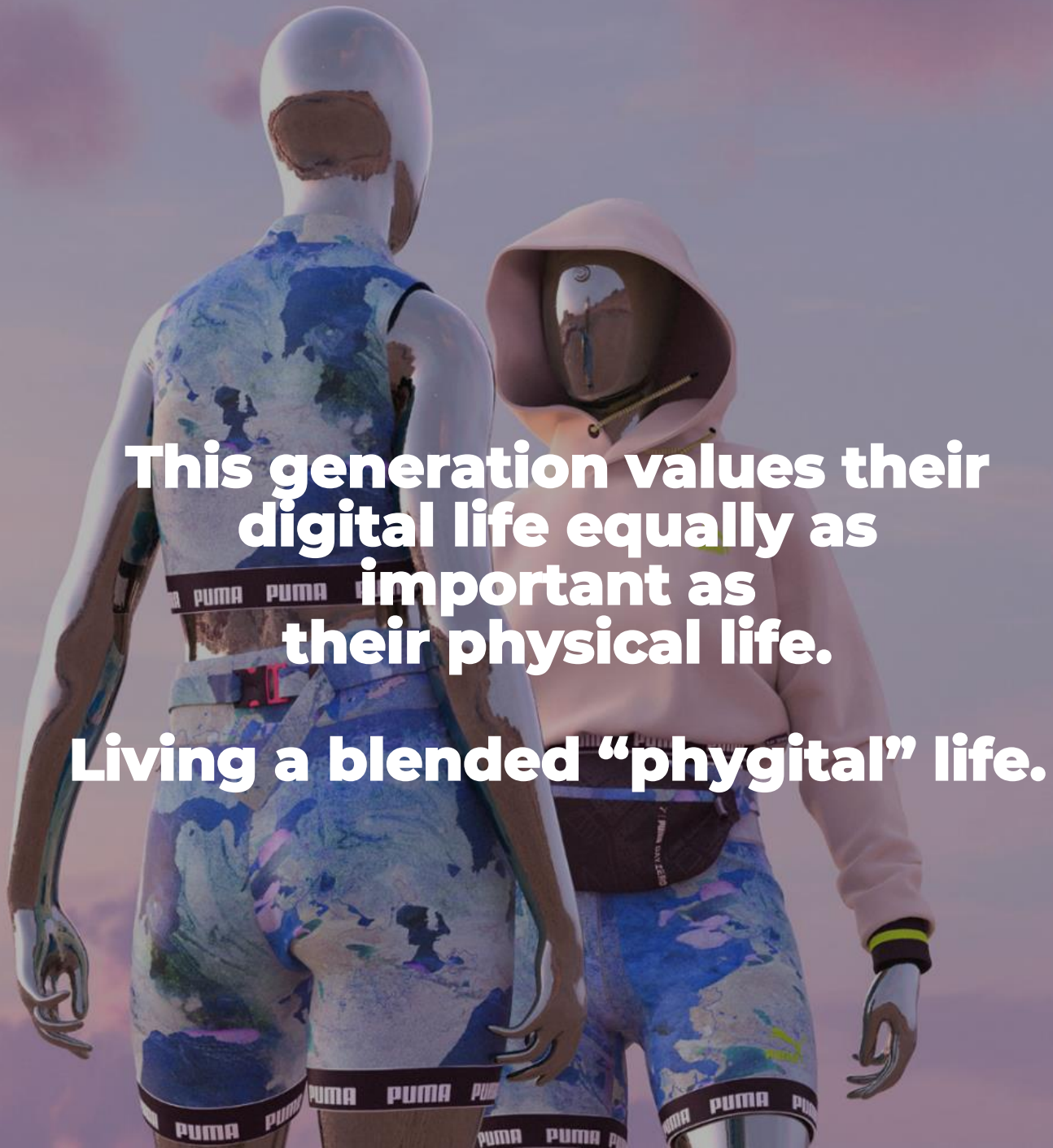# 252%

156 Min spent daily on Roblox (vs. 95 on TT, 74 on YT and 51 on IG)

40% higher conversion rates with 3D content

47% of consumers expect to discover brands first in the metaverse

$56B

Annual in-game advertising spend by 2024

This generation values their digital life equally as important as their physical life.

Living a blended "phygital" life.

70%
of US consumers believe their digital identity is as important as their real identity

43%
of GenZ believe self-expression in the digital world is more important than the physical world

75%
of GenZ say they will spend money on virtual fashion ... With 1 in 4 spending $20 - $100 on a single item

Source: 2022 Parson's School of Design Metaverse Trends Report

![SUPER LEAGUE logo]

We have built a powerful engine to be the most comprehensive team & solution driving success in the immersive web.

STRATEGISTS

BUILDERS, INNOVATORS & LEADERS OF IMMERSIVE IP

MARKETING SOLUTIONS

CREATIVE SERVICES

ANALYTICS & INSIGHTS

Immersive Experiences

Experience + Game Development
Live Operations
Monetization and Optimization
UGC Strategy, Creation + Management
Custom Integrations

SPECIALIZED EXPERTISE
(The People)

DISTINCT ENABLERS
(The Products)

Marketing Solutions

In-Game Display, Video + Engagement Media
Digital-to-Physical Roblox Solution
Influencer Marketing
Family-Friendly Video Distribution
Developer Collabs

Creative Services

Content Strategy + Implementation
Video Productions + Live Stream Broadcasts
Social Video Content Creation
Full Graphic Design Capabilities

MATTEL ®

Super League helped Mattel deliver deep engagement... product placement on steroids.

Super League created dream results in honor of Barbie's Dreamhouse 60th anniversary. **The 30-day house party delivered massive engagement results and drove real-life Barbie doll sales.**

60M Visits to the Dreamhouse

~8MIN Avg time in game

81% More likely to prefer Barbie over competition

+$1.2M Value delivered against a $700K Barbie & Polly budget

Super League helped Chipotle drive digital engagement into physical sales.

Super League built the the first ever QSR new menu item in the metaverse and sparked **the highest digital app download day and 2nd highest digital food sales day ever.**

24M Total visits to BOOrito Maze & Restaurant

14MIN Avg time in Burrito Builder – more than IRL

4.6BN Total PR/game impressions

2M Hours of in-game engagement

130,000 FREE REAL BURRITOS given away in 30 minutes.

MAYBELLINE
NEW YORK

Super League helped Maybelline captivate makeup enthusiasts and introduce them to a wide range of cosmetics.

Super League created a Maybelline virtual world offering virtual makeup looks, mini games and exclusive music to promote self-expression.

29M Total visits to ...

9MIN Avg time in....

23M Virtual good try-ons

6.3M Makeup try-ons

Kraft Lunchables

Super League helped Lunchables attract kids through a loyalty and rewards program.

This is an AD
LUNCHABLES 100% JUICE
NEW LIMITED GUMMY BACKPACK
★ 65,000

Super League created a Lunchables Playables virtual world offering virtual avatars, augmented reality games, virtual pets and loyalty and rewards program.

6.3% Higher purchase rate[1]

10M Hours of engagement

7.4B Points collected by users

7.3M Lunchables Pets redeemed by users

How we scale...

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ushering brands through a 4-step journey into the future of advertising.

1 Introduce brands to 3D engagement to achieve campaign objectives: new brand entrants, larger deal sizes

2 Become a "go to" for brands across all campaigns; repeat %, larger annual advertiser spend

3 Guide brands to create a persistent 3D presence; recurring, predictable revenues

4 Build omni-channel 3D strategies for brands including their own web presence; new revenue opps - DTC, 1st party data, TaaS/SaaS

We proudly create & partner with some of the most powerful brands in the world.
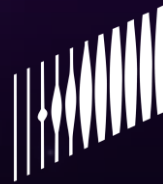
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Pop-Ups

Software distributed to 3,500 experiences reaching 140+MM MAUs within Roblox enabling turnkey Content Integration solutions at scale.

Makeup Counter

Kitchen

Fashion Runway

SOUNDZ Listening Party

Car Modeler

Obstacle Course

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Loyalty & Rewards

Available Now to Marketers

Create Challenges for users on Roblox.

Users receive credit for every action/challenge completed.

Credit can be redeemed on- or off-Roblox, in exchange for rewards.

Purchasing a UGC hoodie can earn a discount on the real-world version.

Continued engagement on the retailer's website can earn value redeemable back on Roblox.

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How we monetize...

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delivering material topline growth through organic and inorganic growth with a path to profitability by the end of 2024.

- **Immersive Experience Publishing & Content Revenue**
- **Immersive Media Products Revenue**
- **Direct to Consumer Revenue**
- **Data & Insights Revenue**
- **Strategic Consulting Revenue**

Meet the league.

Ann Hand
CEO & Chair
Meet Ann

Matt Edelman
President & Chief Commercial Officer
Meet Matt

David Steigelfest
Chief Platform Officer
Meet David

Clayton Haynes
Chief Financial Officer
Meet Clayton

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An operating system bringing brands into the 3D Web.