



LEADING THE FUTURE OF IMMERSIVE 3D ENGAGEMENT
September 2024





FORWARD LOOKING STATEMENTS

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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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You are cautioned not to place undue reliance on these forward-looking statements. Except for ongoing obligations of the company to disclose material information under the federal securities laws, the company does not undertake any obligation to release any revisions to any forward-looking statements, to report events or to report the occurrence of unanticipated events.

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.



TK

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.

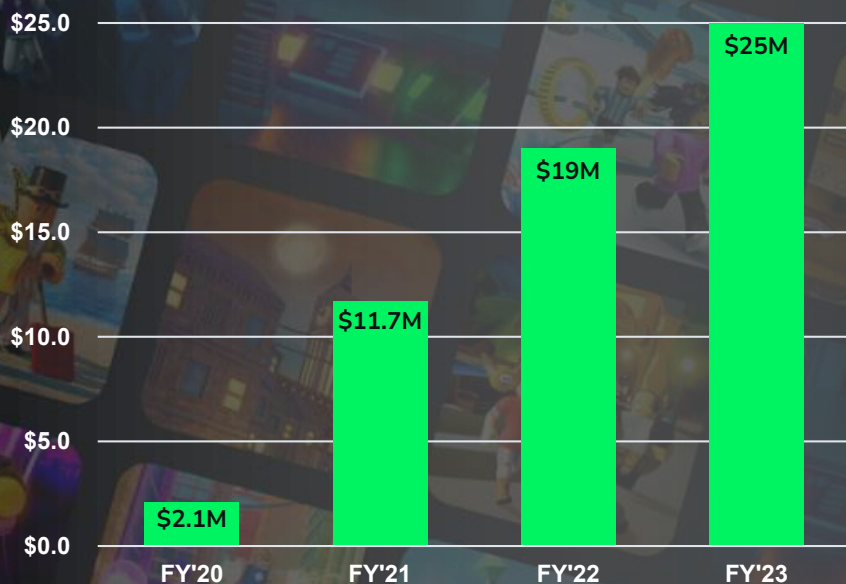
Our roots are in open gaming platforms. Our success is in the creation and monetization of immersive experiences across multiple 3D platforms. Our future is in building the operating system for the 3D web.



SUPER LEAGUE

A leading creator and publisher of content experiences, media solutions and measurement tools across the world's largest immersive platforms

ANNUAL REVENUES



OVERVIEW

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.
- 10,000 in-network game experiences reaching over **160 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**.



Immersion Increases as Tech Advances

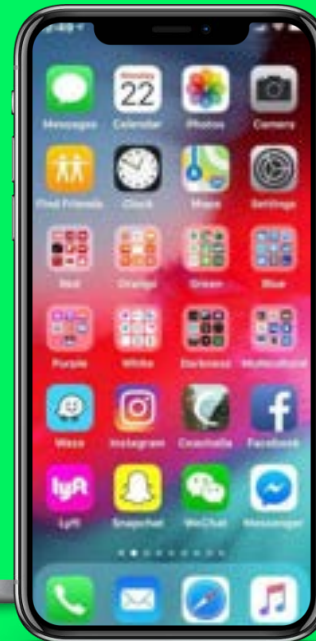
TV



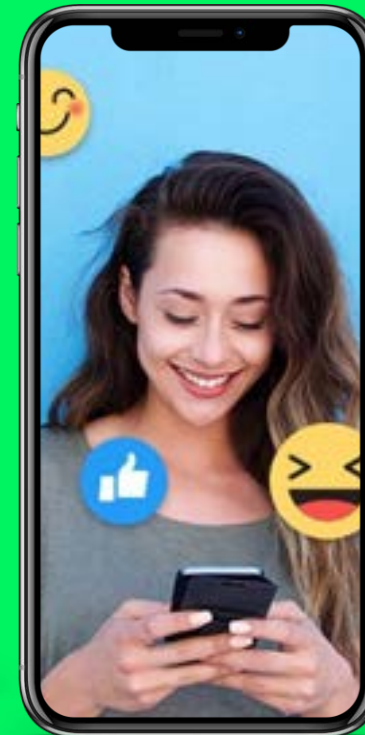
WWW



APPS



SOCIAL



IMMERSIVE WEB



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.

- 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

70M
FORTNITE

140M
MINECRAFT

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



WENTZ OUT
METAVERSE
REMIX
PRESENTED BY
MINEHUT

37M

INTER-
ACTIONS



Nike new
profit earner

\$185M

IN NFT
SALES



CHIPOTLE
MEXICAN GRILL

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



We're a team of

**STRATEGISTS,
BUILDERS,
INNOVATORS,
CREATORS &
STORYTELLERS**

and experts in the language of 3D engagement.





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

Marketing Solutions

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

STRATEGISTS

Immersive Experiences

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

BUILDERS, INNOVATORS & LEADERS OF IMMERSIVE IP

SPECIALIZED EXPERTISE (The People)

MARKETING SOLUTIONS

CREATIVE SERVICES

DISTINCT ENABLERS (The Products)

ANALYTICS & INSIGHTS

Creative Services

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



KRAFT

Kraft

LUNCHABLES

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



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 rate¹

10M Hours of engagement

7.4B Points collected by users

7.3M Lunchables Pets redeemed by users



CHIPOTLE



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

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.**

30M Total visits to ...

9MIN Avg time in....

23M Virtual good try-ons

6.3M Makeup try-ons



CULTURE OF PRODUCT INNOVATION

Innovation is in our culture. We jump at opportunities to create something new and have proven success at launching and scaling 0-to-1 products.

We are well positioned for the rapidly changing immersive world where platforms are evolving and customers put marketing budgets towards what's new and innovative.



**1st CROSS-ROBLOX
AD PLATFORM**



**1st CROSS-ROBLOX
SOCIAL APP**



**1st CROSS-ROBLOX
SHOPPING APP**



**1st IN-ROBLOX
BRAND LIFT STUDY**



**1st IN-ROBLOX
VIDEO PRODUCT**



**1st ROBLOX-TO-IRL
CODE PRODUCT**



UNPARALLELED PRODUCT SUITE FOR BRANDS & ADVERTISERS

MEASUREMENT TOOLS

- **Campaign View.** Holistic campaign measurement for monitoring, optimization, and reporting.
- **Platform IQ.** Platform insights for sales, marketing strategy tools, and platform benchmarking.
- **Brand ROI.** Tools for measuring campaign performance and real-world return on investment.

ENGAGEMENT TOOLS

- **Gamified Loyalty.** Loyalty platform to drive players to real-world lead gen, commerce, and traffic.
- **Pop Ups.** Turnkey, scalable marketing products that can be distributed to many experiences.
- **Collab Marketplace.** A platform to connect brands and game developers for custom integrations.

BUILD TOOLS

- **Experience & Item Templates.** Customizable, template-based assets that accelerate going live and reduce costs.
- **Experience Optimization.** Test, analyze, and optimize playtime and monetization for experiences.
- **LiveOps Platform.** Monitoring and real-time updates via easy-to-use interfaces for experiences.

Powered by our custom-built product stack including a proprietary in-game SDK, measurement platform, and web portal.



Pop-Ups

Software distributed to
10,000 experiences
reaching 160+MM
MAUs within Roblox
enabling turnkey
Content Integration
solutions at scale.



Makeup Counter



Kitchen



Fashion Runway



**SOUNDZ
Listening Party**



Car Modeler



Obstacle Course



How we scale...



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

1

New Customer Growth

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

2

Wallet Share Expansion

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

3

Predictability & Persistence

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

4

Omni-Channel Orchestration

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



Expanding base of 100+ customers; includes numerous blue-chip brands

Consumer



claire's®

Coca-Cola

crocs™

H&M

HOT TOPIC®

L'ORÉAL

LUNCHABLES



PUMA®

Media & Entertainment



H★MILTON



NETFLIX



nickelodeon™



Red Bull®
ENERGY DRINK



SPIDER-MAN

Technology

SAMSUNG



VISA

Auto





How we monetize...



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](#)



Clayton Haynes
Chief Financial Officer
[Meet Clayton](#)



**An operating system
bringing brands into
the 3D Web.**

