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Super League Issues Mid-Year Update, Expects Record 2024 Revenues

~ Will Achieve Profitability in Second Half of 2024 ~

SANTA MONICA, Calif., June 21, 2024 (GLOBE NEWSWIRE) -- Super League (Nasdaq: SLE) (the "Company"), a leading creator and publisher of content experiences and media solutions across the world's largest immersive platforms, today issued a mid-year update from the Company's Chief Executive Office, Ann Hand.

Fellow Shareholders,

As we approach the halfway mark of the year, I wanted to provide a business update around some of the positive momentum we've continued to generate. Super League's size and duration of programs continue to grow across all verticals with both new and existing customers. This is evidenced by the six seven-figure deals we've closed year to date including Visa and Toyota. To put this into perspective, last year we closed six seven-figure deals in total. In terms of duration, this year we already have seven branded programs that have recurring operational revenue attached to the experience with brands including Dave & Busters and Claire's. We continue to gain traction with major retail brands such as Skechers where we created the first immersive Skechers store within Roblox's Livetopia Topia Mall. The results were compelling with 3.4 million visits to the store, 4 million try-ons, and nearly 45 million impressions generated in just the first five weeks alone. We were also instrumental in the development of a unique experience combining music, art, and technology for a live Post Malone concert at the Louvre in Roblox.



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Given the nascent industry we are in, the more traction we gain with our brand partners through the one-of-a-kind experiences we create, the more we innovate and enhance. For

example, following our Kraft Lunchables program, we launched our white label rewards module which offers in-game player badges and rewards driving the digital to physical conversion. Repeatable elements of our custom experiences enable this conversion across brands and key verticals which led us to launch Super League Pop-ups. These are “drag and drop” modules that can be easily reskinned for use by a wide berth of brands and IP owners. They are currently available through our suite of software tools that help developers improve user engagement with more than 7,000 experiences signed up to date reaching 130+ million monthly active users. **This not only lowers the barrier to entry for brands looking to engage these massive immersive worlds, but also accelerates the development phase and presents a compelling margin profile. We drive real engagement that leads to real commerce.**

The opportunity in front of us remains enticing with strong secular industry tailwinds driving growth in these lucrative 3D worlds where an impressive 500 million people play, shop and socialize. As we grow, we’re finding powerful new applications for digital experiential campaigns in areas such as cost-efficient research and development at scale with real-time feedback for test products, or even human resources where our products and technology can deliver results that redefine the traditional office interaction.

As we look ahead, we expect our growing pipeline and operational efficiencies to drive record revenues in 2024 with growth consistent with our historical trajectory, leading to profitability in the second half of the year, which ultimately, should drive significant shareholder value.

Thank you again for all of your patience and support through this journey as we work to transform the future of immersive 3D engagement.

I look forward to continuing to update you on our progress.

Best,

Ann Hand

CEO of Super League

About Super League

Super League (Nasdaq: SLE) is a leading creator and publisher of content experiences and media solutions across the world’s largest immersive platforms. From open gaming powerhouses such as Roblox, Minecraft and Fortnite Creative, to bespoke worlds built using the most advanced 3D creation tools, Super League’s innovative solutions provide incomparable access to massive audiences who gather in immersive digital spaces to socialize, play, explore, collaborate, shop, learn and create. As a true end-to-end activation partner for dozens of global brands, Super League is effectively a brand’s operating system for the 3D Web offering a complete range of development, distribution, monetization and optimization capabilities designed to engage users through dynamic, energized programs. As an originator of new experiences fueled by a network of top developers, a comprehensive set of proprietary creator tools and a future-forward team of creative professionals, Super League accelerates IP and audience success within the fastest growing sector of the media industry. For more, go to superleague.com.

Investor Relations Contact:
Shannon Devine/ Mark Schwalenberg
MZ North America
Main: 203-741-8811
SLE@mzgroup.us

A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/05feabc4-b9fe-4d4f-888a-62ee25429c70

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