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Super League Continues to Help Chipotle Drive Real World Outcomes on Roblox

~ Chipotle's Unfolded Animated Short Film Premieres Exclusively in Chipotle Burrito Builder on Roblox, Marking the First-Ever :30 Restaurant Ad Debut in the Metaverse ~

LOS ANGELES, March 19, 2025 – Super League (Nasdaq: SLE), a leader in immersive digital experiences, is proud to once again help Chipotle push the boundaries of innovation on Roblox. This latest collaboration gave away 50,000 free burritos to fans in the first hour of the campaign, at one point 1,000 burritos went in one minute, and marks the premiere of *Unfolded*, Chipotle's new animated short film, which highlights sustainable agriculture comparable to Chipotle's Food with Integrity principles. The ad is featured globally within the *Chipotle Burrito Builder* experience on Roblox. This premiere is not only a milestone for Chipotle but also underscores Super League's commitment to helping brands create groundbreaking digital activations.

Since Super League first partnered with Chipotle and Day One Agency in 2021 to launch Chipotle's presence in the metaverse, Chipotle has continued to redefine fan engagement in digital spaces. Through this latest activation, players were invited to watch the *Unfolded* film, earn real-world rewards, and engage with Chipotle's mission in a fun and interactive way.

"Super League is dedicated to helping brands bring their most ambitious digital experiences to life," said Ann Hand, Chair and CEO of Super League. "Our partnership with Chipotle showcases how immersive experiences can elevate brand storytelling and create deeper, more meaningful engagement with fans."

The New Carnitas Cinema Experience:

- Roblox users meet a Chipotle employee in the virtual Carnitas Cinema in Chipotle's Burrito Builder world, who instructs users to begin a quest to deliver a Chipotle order.
- Users must deliver the order to its destination to earn their first reward: an admission ticket to view "Unfolded" in the Carnitas Cinema.
- The first 50,000 Roblox users who successfully completed the side quest and watched the "Unfolded" film in the Carnitas Cinema earned a free entrée code valid at checkout on the Chipotle app, Chipotle.com or Chipotle.ca. The entrée codes were all claimed on first day of the experience.

Super League has been at the forefront of creating immersive digital brand activations, and

this collaboration with Chipotle further cements its role as an innovator in the metaverse. By blending entertainment, education, and engagement, Super League continues to shape the future of interactive marketing.

For more information, click here.

About Super League
Super League (Nasdaq: SLE) is redefining the gaming industry as a media channel for global brands. As a leading end-to-end immersive content partner, Super League enables marketers, advertisers, and IP owners to reach massive audiences through creativity, innovation, and gameplay within the world's largest immersive platforms. Boasting an award-winning development studio, a vast community of native creators, and a proprietary suite of tools that maximize user engagement, Super League is a one-of-a-kind holistic solutions provider. Whether a partner is focused on building a world-class creative experience, achieving a lift in brand awareness, inspiring deeper customer loyalty, or finding new sources of revenue, Super League is at the forefront – always pioneering within immersive worlds. For more information, visit superleague.com.

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