



SUPER LEAGUE

LEADING THE FUTURE OF
IMMERSIVE 3D ENGAGEMENT

MARCH 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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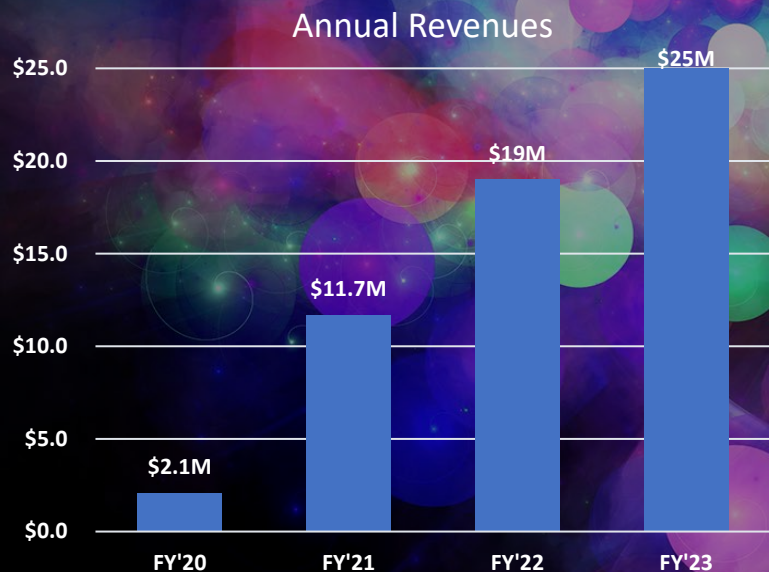
**We are a team of
strategists, innovators,
creators, storytellers &
builders – and experts
in the language of 3D
engagement.**



**SUPER
LEAGUE**

Overview

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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 background is a complex 3D digital environment. It features a central rectangular portal that glows with a bright blue and white light. Through this portal, a serene landscape is visible, including a calm body of water, distant mountains, and a sky with soft orange and yellow clouds, suggesting a sunset or sunrise. The walls of the digital space are composed of numerous dark blue and purple rectangular blocks of varying sizes, arranged in a way that creates a sense of depth and perspective. The overall lighting is dark, with the primary light source being the central portal, which casts a glow on the surrounding blocks and the text.

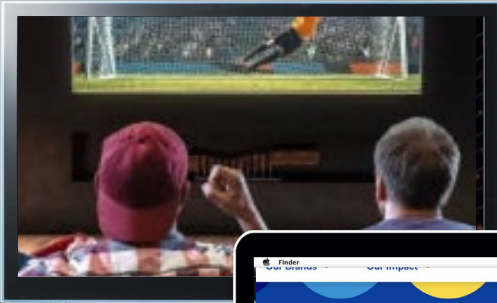
The 3D web is the future of immersive
engagement, changing the way we live,
work, shop, play and socialize.

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



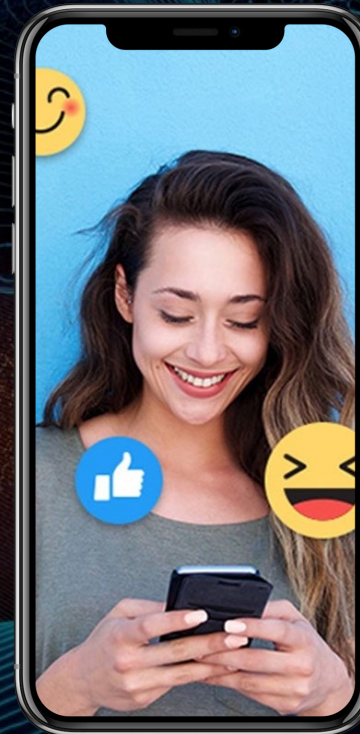
WWW



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

Source: 2022 Newzoo Stats

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



Travis Scott's
Fortnite
Concert

27M
TOTAL
USERS



Barbie
DREAMHOUSE™

60M
VISITS
IN 30
DAYS



Nike new
profit earner

\$185M
IN NFT
SALES



Lil Nas
Roblox
Concert
was
attended

33M
TIMES



WILLIAMS
METaverse
REMIX
PRESENTED BY
MINEHUT

37M
INTER-
ACTIONS



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

Source: 2022 Newzoo Stats, 2023 Vayner Media, 2023 Cognitive Market Research Web 3.0 Report,
Telius International: Consumers are Ready to Meet Brands in the Metaverse November 2022.,
Emergen Research , September 2023



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

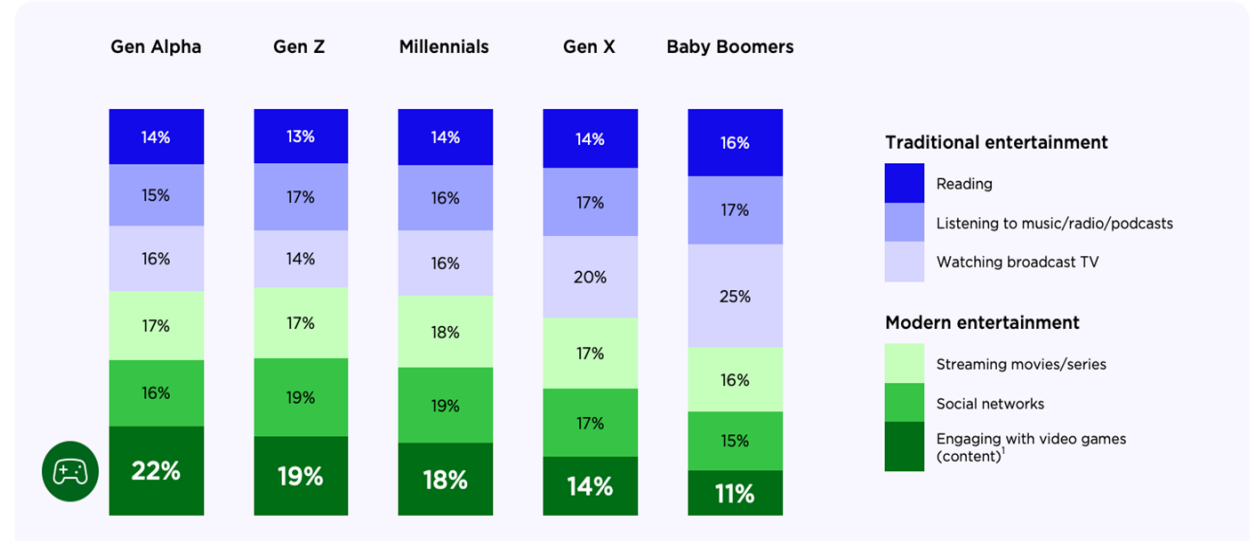


With every new generation, gaming expands its reach and is the top activity for Gen Z & A.

Social gaming is the top activity for Gen Z & Alpha

% Leisure Time Spent per Week per Entertainment Platform (Outside of Work)

Base: Total online population



\$73B

US social advertising spend in 2023

\$56B

Annual global in-game advertising spend by 2024

Source: 2023 Newzoo Stats,



**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

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)

Creative Services

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



**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 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

How we scale...



**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.

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](#)



David Steigelfest
Chief Platform Officer
[Meet David](#)



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

SUPER LEAGUE

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

