



**SUPER LEAGUE**

**LEADING THE FUTURE OF IMMERSIVE 3D ENGAGEMENT**  
June 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](http://www.sec.gov).



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

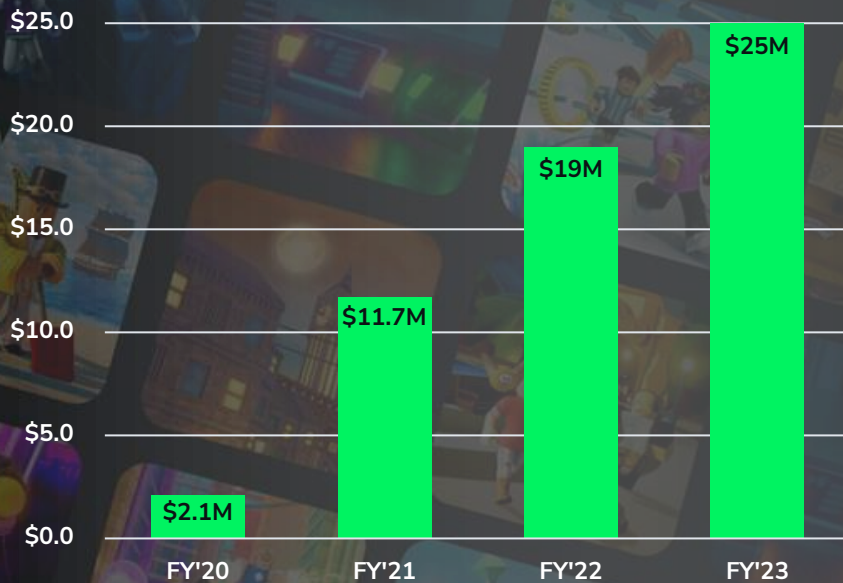
# WELCOME TO A NEW IMMERSIVE WORLD.

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

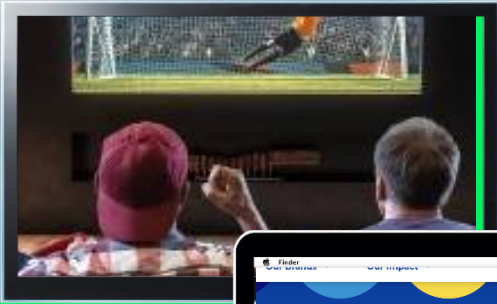
We believe the bulk of digital ad spend will move toward 3D engagement, and we are ready.

- An operating system for the 3D web; helping brands speak the language of 3D engagement.
- 5,000 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**.



# 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**

**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



WIZ KHALIFA METaverse REMIX PRESENTED BY 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



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 rate<sup>1</sup>

**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 2<sup>nd</sup> 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



## 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, 1<sup>st</sup> party data, TaaS/SaaS





PARTNERS

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

## Consumer



## Media & Entertainment



## Technology



## Auto





# 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 5,000 experiences reaching 130+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 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](#)



**SUPER LEAGUE**

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