

RDC
17

ROBLOX DEVELOPERS CONFERENCE

Licensing

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Summary Of Success



Roblox toys outperformed Pokemon, Guardians of the Galaxy, Minecraft, Power Rangers, Star Wars, etc.



Launched as top selling toys in Toys R Us



Top Seller in Target



Always sold out!



The Launch of Roblox Toys...

- ▣ Roblox toys launched in February, 2017
- Ⓜ Toys R Us: In “Hot & New” section (front) in 400 of 600 stores, and quickly released across the chain based on strong opening performance
- ✱ Walmart: Sold 20,000+ units of Mystery figs in first week
- 🎯 Target: Top selling toy in the “boys aisle”
- ✓ Code redemption: 5-10% is standard in the industry – Roblox is almost 50%!



Roblox Toys Marketing...



Various promotions with retailers (end caps and side kicks)



Roblox toys will be in an out-of-aisle fixture space in Toys R Us this Fall



Inclusion in holiday "Gift Guides" at major retailers



TV commercials and a lot more to come!



★★★★★ My nephew went bananas over these Roblox figures!

By RoninWarrior
from Chicago, IL

Product Reviews
at TRU



★★★★★ I love roblox

By Joao
from Marina Del Rey CA

I love roblox, I spent all of my money on toys and gamecards! I recommend every product of roblox and to play it!

Roblox Toys Wave 1

Roblox Toys Wave 1

- (24) Mystery Figs
- (6) Core Figs
- (2) Game Packs
- (1) Multi-Pack (6)

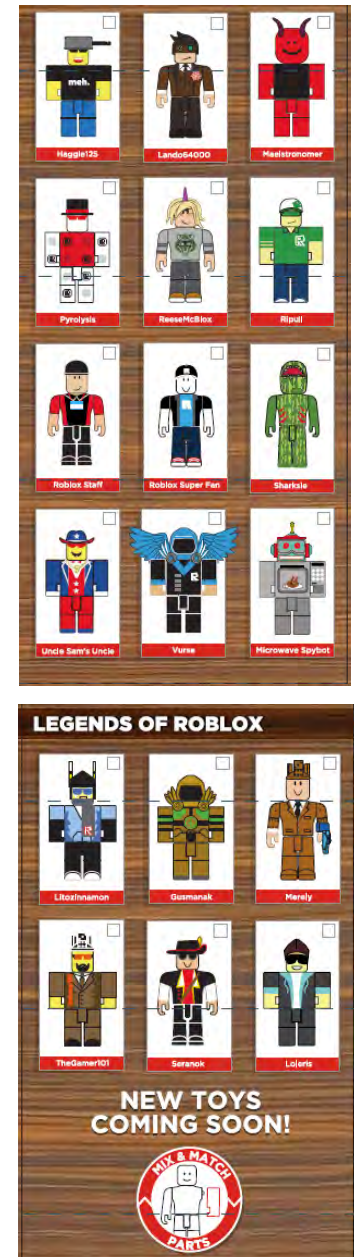
40 Total Figures!



Roblox Toys Wave 2

- (24) Mystery Figs
- (6) Core Figs
- (1) Game Packs
- (1) Large Playset
- (1) Carrying Case
- (1) Vehicle
- (1) Multi-Pack (6)

44 Total Figures!



Roblox Toys in Retail (US)

- Toys R Us
- Target
- Walmart
- Amazon
- Books A Million
- Best Buy
- Hot Topic
- GameStop
- Kmart
- ... and more!

Coming soon...

- CVS
- Safeway
- Walgreens



Roblox Toys in Retail (UK)

 Toys R Us (UK)

 Amazon

 Argos

 Asda

 Bentalls/Fenwicks

 Gift Universe

 Smyths

 Tesco

 The Entertainer

... and more!



















Roblox Toys Around The World

- US
- UK
- Australia
- Canada
- Denmark
- Sweden
- Norway
- Iceland
- Finland
- New Zealand
- Philippines
- Colombia
- Hong Kong
- Mexico
- Brazil

**...and 20 More Countries
Coming Soon!**



What's Next With Licensing...

- 1** Phase 1:
 - Wave 1 Action Toys
- 2** Phase 2:
 - Action Toys Wave 2, 3 and Celebrity Wave 1
 - Apparel
 - Books
- 3** Phase 3:
 - Planning now...



Working With Top Devs



Benefits to Devs

- Exposure, Compensation



Selection process / What we're looking for:

- Based on “Most Popular”, “Top Earning”
- Can't include non-licensed IP
- Can't include excessive violence



Current process is very manual - If we select you, Developer Relations will reach out via email

- Respond quickly
- Be flexible
 - It's very complicated, and we have to figure out the best toys for the whole line
- Be patient
 - We are working with over a 100 devs tied to licensing



Sneak Peek of Roblox Star Program



Make licensing scalable






Easier for developers to participate



Royalty program



Why is it Important to You?

-  Licensing opens up a new revenue stream and drives brand awareness for our developer community
-  Roblox Star program is an opt-in program to facilitate licensing
-  But... our current agreement is not well suited to support licensing deals



Roblox's Current Agreement is not Sufficient for Licensing



Current agreement secures non-exclusive license to all developer IP (*from all developers*)



When executing licensing deals, Roblox needs to secure additional rights (*ex. exclusive rights for game IP*)



Manually securing these rights with specific developers doesn't scale



The Roblox Star Program Enables Us to Act Like Your Agent

 Developer grants Roblox exclusive rights to the IP they create for licensing

 30% pool based on net revenue, royalty allocated to IP owners based on criteria set per category

 Simple opt-out with notification

 Program rolling out in the coming months





Roblox is in licensing and it's a big success



Expanding into new categories



Roblox Star program launching in the near future to make it easier to you



Thank you!