Product Kick Off

February 13, 2017

Keith – Chief Product Officer

ROBLOX

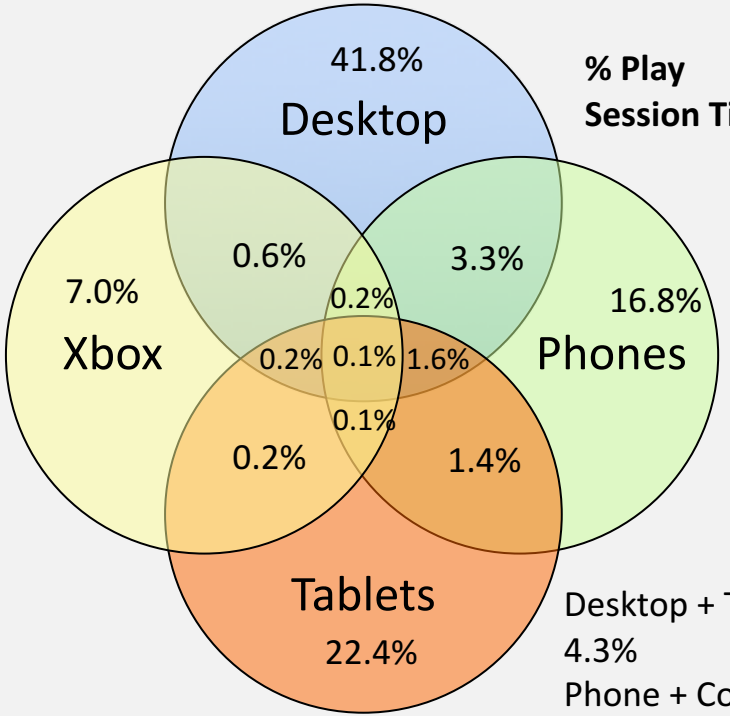
ROBLOX
water
Coca-Cola

The ROBLOX Social Network

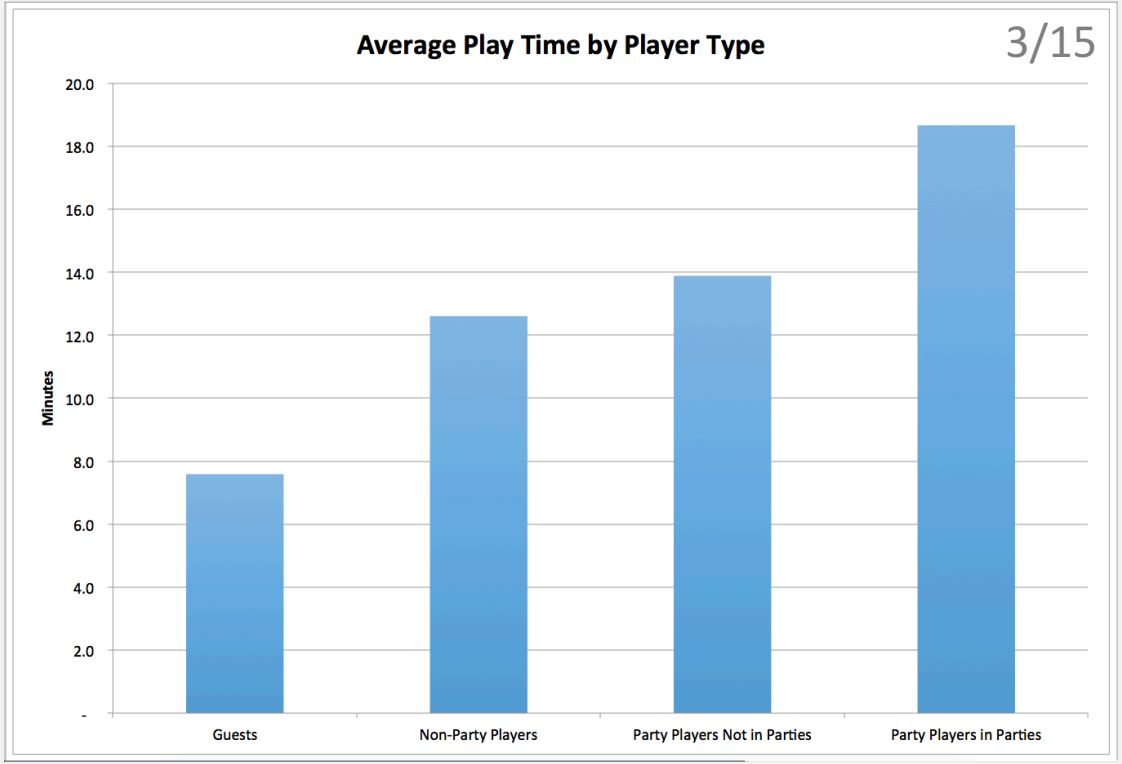
- Making new friends and playing together
- Passion for creative, unique games and experiences made by the community
- Our job: grow the audience, drive engagement, and deliver players to your games

Growing the Audience

- New platforms
- 81% of Xbox users are new
- 12% of users are on 2 or more platforms
- More coming



Drive Engagement



Making 1 friend increases retention into 5th week by 9%

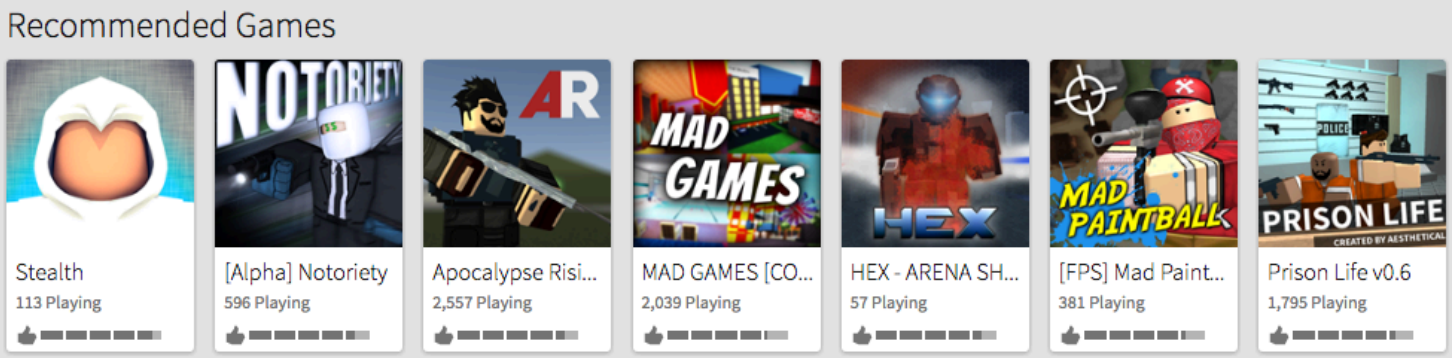
Since RDC 2015

- Chat
- Parties
- Friend Auto-Join
- VIP Servers
- Group VIPs
- In-Game Invites

Driving Traffic

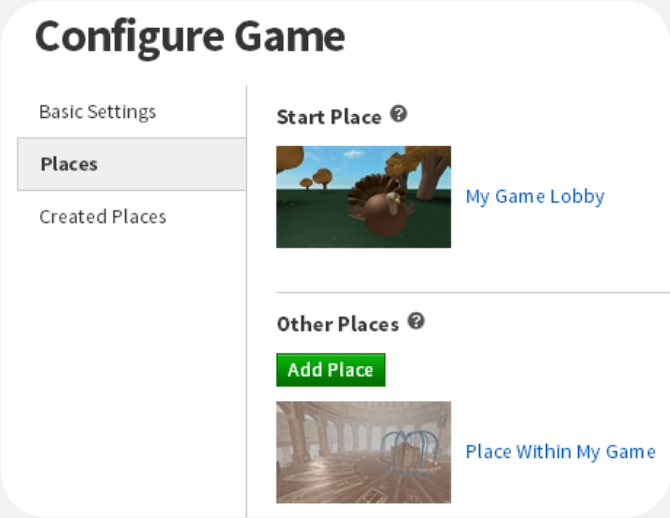
10,000 top 20 lists, not just 5

-- Matt Dusek



Developer Web Services

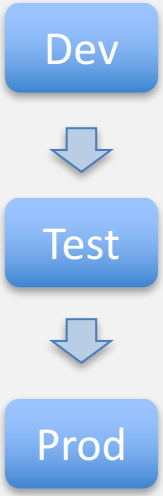
Universes



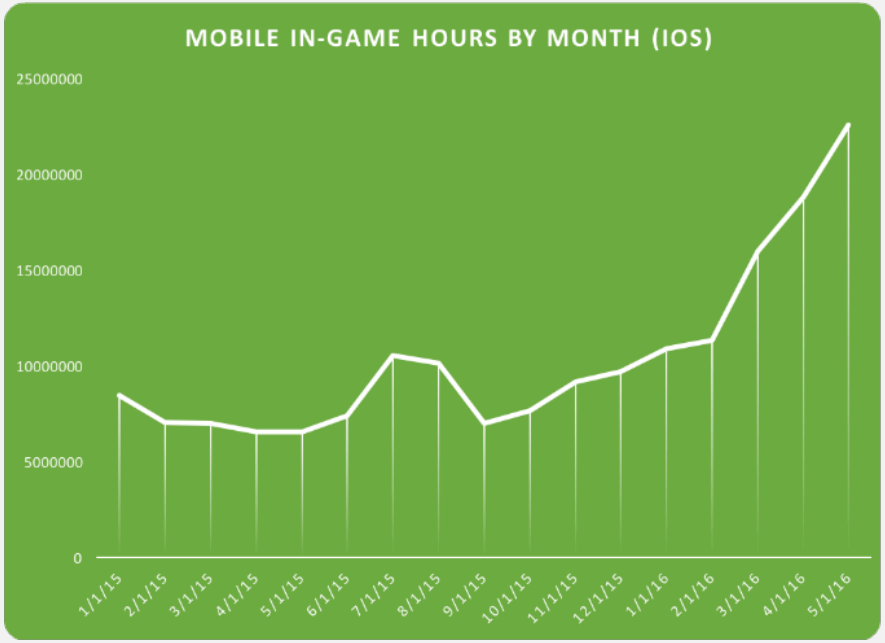
Data Stores

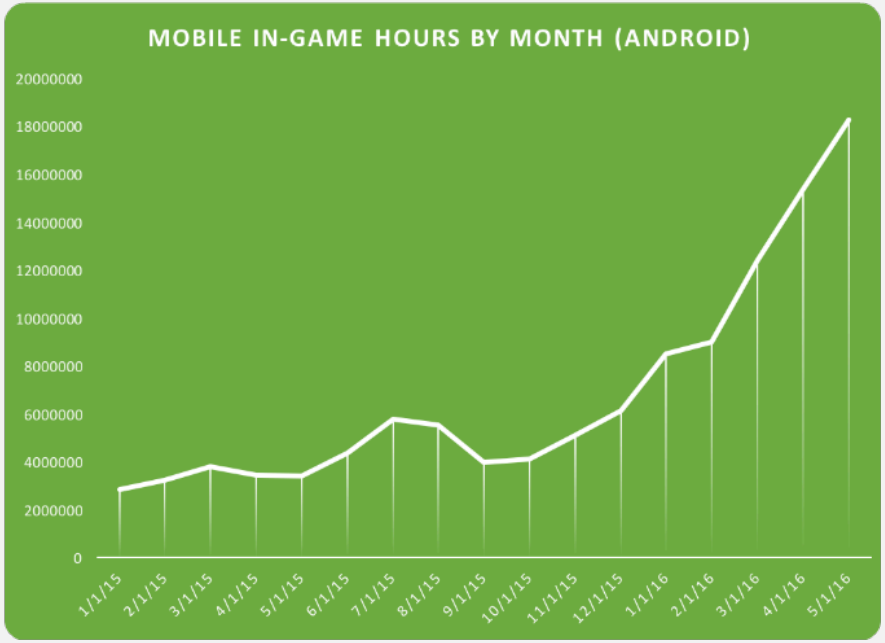
Key	Value
user_3814	400
user_903	720
user_261	40
user_4201	100
user_2730	0
user_439	200
user_9839	0
:	:

Pipeline



Mobile





~ 20M hours of game play in May 2016, each platform

Mobile: Since RDC 2015

- Android MTBF 3X higher, iOS 2X
- Platform-specific game sorts
- New signup/login page
- New Profile, Games, Friends, Settings pages
- Mobile Developer Console
- Developer Stats by platform
- Terrain optimization
- Bigger and growing team

Mobile: What's Next

- Cross platform 2D GUIs
- Mobile emulator, companion app
- Chat, notifications, parties, groups
- Continued improvements in MTBF and UX

Team

Thank You!