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Livetopia 2022 Brand Partnership Review

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Brands in Livetopia – A Colorful 2022

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Brands in Livetopia – 2022 Big Numbers



314M

Total brand experience visits

12

Brands

5.2M

Average monthly active players in a brand experience

12M

Total engagement hours of brand experiences

58M

Total virtual brand items acquired

Brands in Livetopia – 2022 Highlights



- The most visits to a single brand experience: 77M
- The most players of a single brand experience: 25M
- The most monthly active players in a single brand experience: 9.4M
- The most daily active players in a single brand experience: 1.5M
- The most time players spent in a single brand: 3.6M hours
- The best engagement of a brand experience: 18 minutes / player
- Peak concurrent players in a single brand event: 100K



VentureBeat

Roblox said the year's top titles included <u>Livetopia</u>, which recently partnered with <u>Mariah Carey</u> for a holiday experience,

ADWEEK

McCain's Roblox Experience Aims to Educate Gen Z on Farming Issues

Forbes

Mattel is following Wal-Mart Into the Metaverse by building a home for Barbie in Roblox. The sandbox game Roblox will soon feature special partnership events with both Barbie and Polly Pocket in the game Livetopia over the next few months. Both Livetopia, Barbie and Polly Pocket are role-playing simulation games that emphasize creativity and freedom, something highly valued by the pre-teen appeal of Roblox.



Best Gaming/ Esports Campaign American Eagle + Anzu + Livetopia - AE Members Always



Rainbow High™ Competition, Rainbow Vision™, Culminates with Highly Anticipated Season Finale and First-Ever Roblox Livetopia Collaboration

Brands in Livetopia – 2022 Benchmark



During the first 7 days of a brand activation *	Medium	Best
Brand experience visits	6M	11M
Brand experience unique players	2.6M	4.3M
Average brand engagement time per player	5.2 mins	16.7 mins

During the first 30 days of a brand activation **	Medium	Best
Brand experience visits	14M	32M
Brand experience unique players	5.2M	7.8M
Average brand engagement time per player	5.1 mins	18.2 mins

^{*} Brand experiences with duration less than 7 days excluded

^{**} Brand experiences with duration less than 30 days excluded

Brands in Livetopia – Fun Facts



- Our 2022 brand partnerships have connected 7 major industries with the virtual world:
 - Clothing American Eagle, Athleta Girl, happy nation
 - Orthodontics Invisalign
 - Food Froot Loops, McCain Foods
 - Toy Polly Pocket, Barbie, Rainbow High
 - Retail Walmart
 - Beauty eos
 - Music Mariah Carey



- Over half of the 12 brands extended their partnership with Livetopia due to massive success, with some doing multiple re-activations.
- In addition to offering new experiences and joy, these activations brought more to our community by:
 - Donating 28,000 undies to Undies for Everyone (happy nation)
 - Teaching players self-talk mantras to make them stronger (Athleta Girl)
 - Teaching players sustainable growth with regenerative farming (McCain Foods)