

The logo features the letters 'RDC' in a large, bold, white sans-serif font. A small blue '18' is positioned to the upper right of the 'C'. The entire logo is centered within a bright blue, thick-bordered square that is slightly rotated clockwise. The background is a dark grey-blue with a pattern of faint, light grey squares and lines, some of which are also rotated.

RDC¹⁸

ROBLOX DEVELOPER CONFERENCE



Largest RDC Ever





A Quick Update on the State of Roblox

The background features a dark blue-grey color with abstract geometric patterns in the corners. These patterns consist of various sizes of squares and lines, some of which are nested or overlapping, creating a complex, architectural feel. The patterns are rendered in a lighter shade of grey-blue.

Developer Success

User Growth

User Growth

Roblox Total Monthly Hours of Engagement

800,000,000

600,000,000

400,000,000

200,000,000

Jan-11

Jul-11

Jan-12

Jul-12

Jan-13

Jul-13

Jan-14

Jul-14

Jan-15

Jul-15

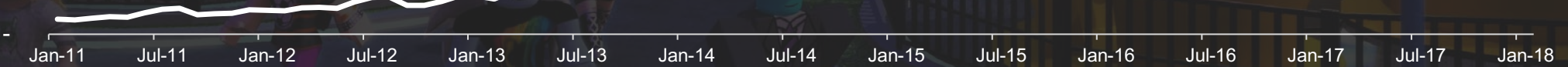
Jan-16

Jul-16

Jan-17

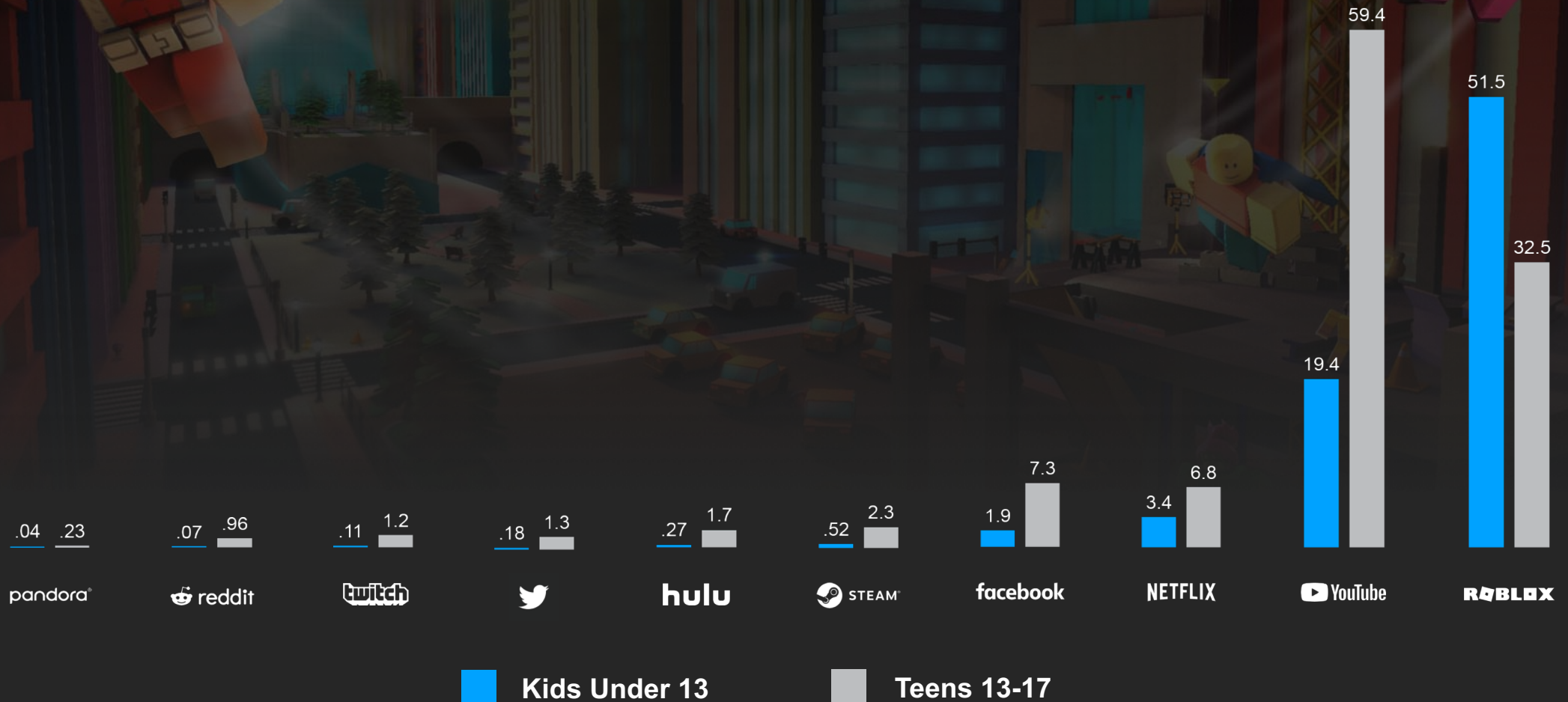
Jul-17

Jan-18



User Engagement

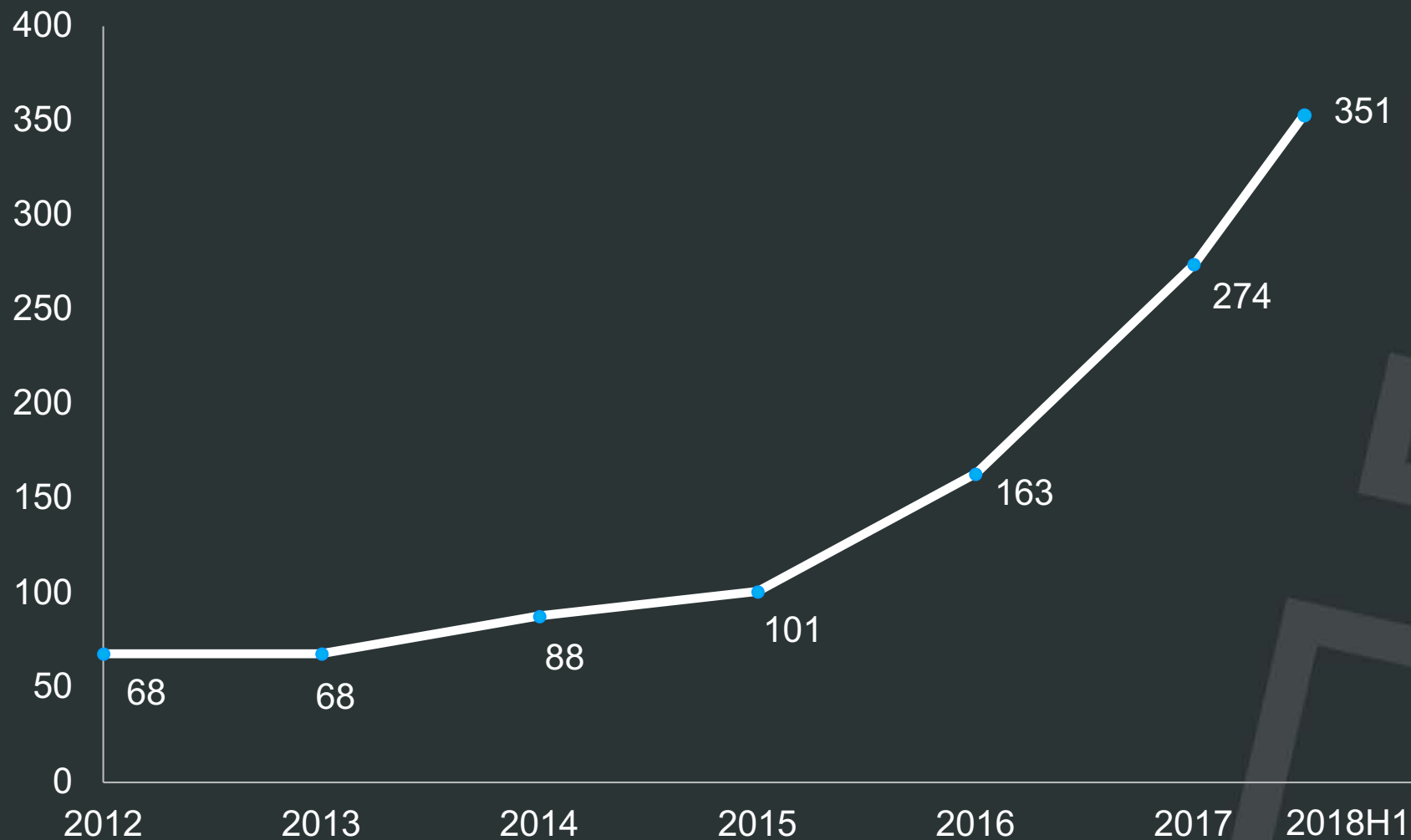
Comparison of Top Online Media Properties,
Total Monthly Hours (in Millions)





Company Growth

Employee Growth



Team Structure



Product, Platform



Corporate and Product Engineering



Engineering Platform



Engineering, Players



Technology & Infrastructure



User Experience



Product, Players



Business



Legal



People



Finance





New Location

The background features a dark blue-grey color with abstract geometric patterns in the corners. These patterns consist of various sizes of squares and lines, some of which are nested or overlapping, creating a complex, architectural feel. The word "Education" is centered in a bright blue color.

Education

Summer Camps



**19K Students in 22 Countries in
Roblox Summer Camps 2018**



Press Accolades

SFGATE

SAN FRANCISCO
Business Times

KRON 4

THE HUFFINGTON
POST

RDC

Forbes

BBC

recode

AXIOS

METRO

gamesindustry.biz

TC
TechCrunch

SLASH GEAR

VentureBeat

engadget

BUSINESS
INSIDER

 cheddar

WIRED

WSJ

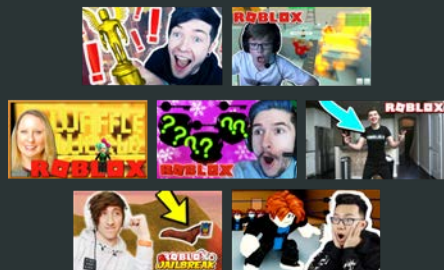
THE VERGE

VARIETY

“Roblox believes entertainment is getting less passive and more interactive — and that it's riding the wave.” – Business Insider, Matt Weinberger

“Roblox, in other words, is hitting its stride.”– TechCrunch, Sarah Perez

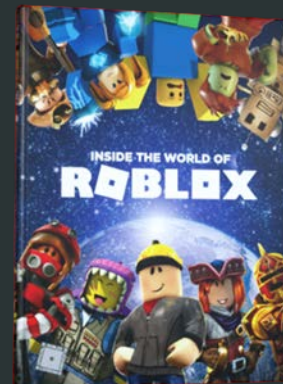
Marketing Success



Social Growth



Roblox Toys



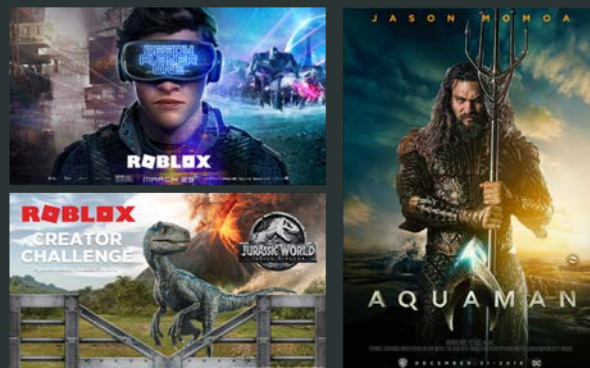
Roblox Books



Top App Rankings



Bloxy Awards



Brand Partnerships



475K Music Tracks

Roblox Vision



MEDIA

Comcast: \$157
Disney: \$149
Netflix: \$125
Time Warner: \$74
Fox: \$65

SOCIAL

Tencent: \$472
Facebook: \$458
*LinkedIn: \$26
Naver: \$23
Twitter: \$21



TOYS

*LEGO: \$14.6 (2012)
Hasbro: \$10
Mattel: \$4

GAMING

Nintendo \$50
Activision \$49
NetEase \$37
EA \$36
*Steam \$10
Nexon \$7



One Thing We Do Well At Roblox?

Predict the Future



Here are some predictions we made 6 years ago...

Feature Release Timeline

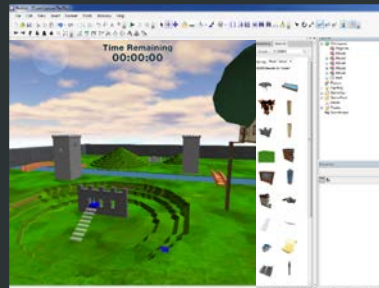
2011

Plug-ins



2012

Studio Template



2012

iPad App



Debugging

```
Start Page x Place1 x Script x
1 function test(var)
2   print(var)
3 end
4
5
6 this = true
7
8 if this then
9   test("this")
10 else
11   test("that")
12 end
```

2013

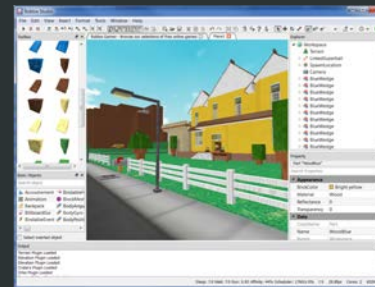
2013

Incredible Scale



2013

Game Creator Wizard



Add-ons



2014

2014

Joint Editor



2017

Graphics



2017

Articulated Physics

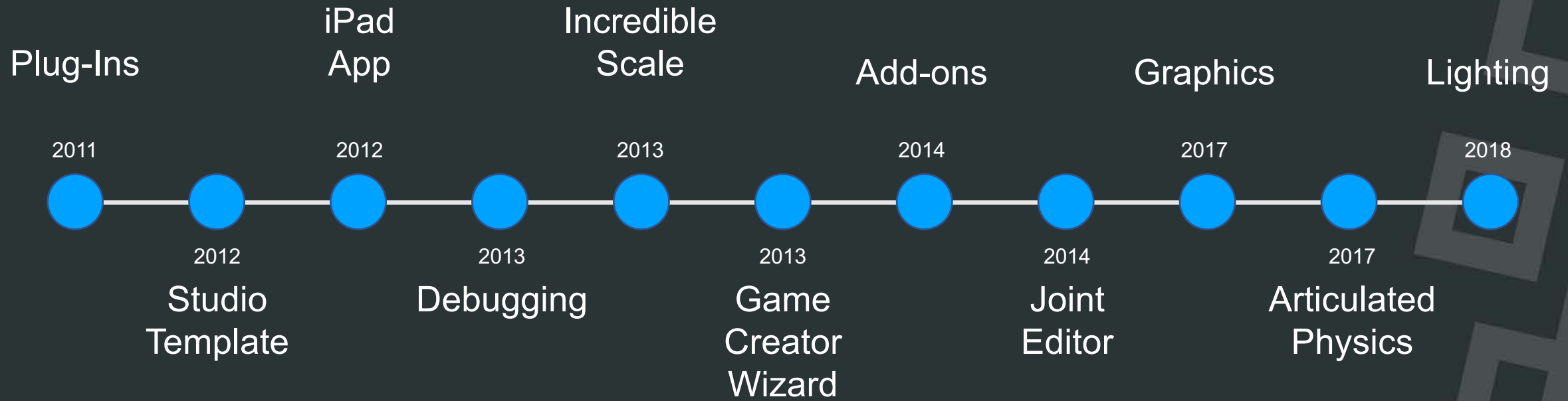


2018

Lighting



Product Predictions





We're Continuing the Tradition

• Immersive Gameplay

• 1B Views+ Games

• Game Performance

• Brand Partnerships

• Localization

• International Expansion

2017 Was A Huge Success

• Engagement

• Social Growth

• Player Growth

• Toys & Licensing

• Largest Bloxy Awards

• Top App Rankings

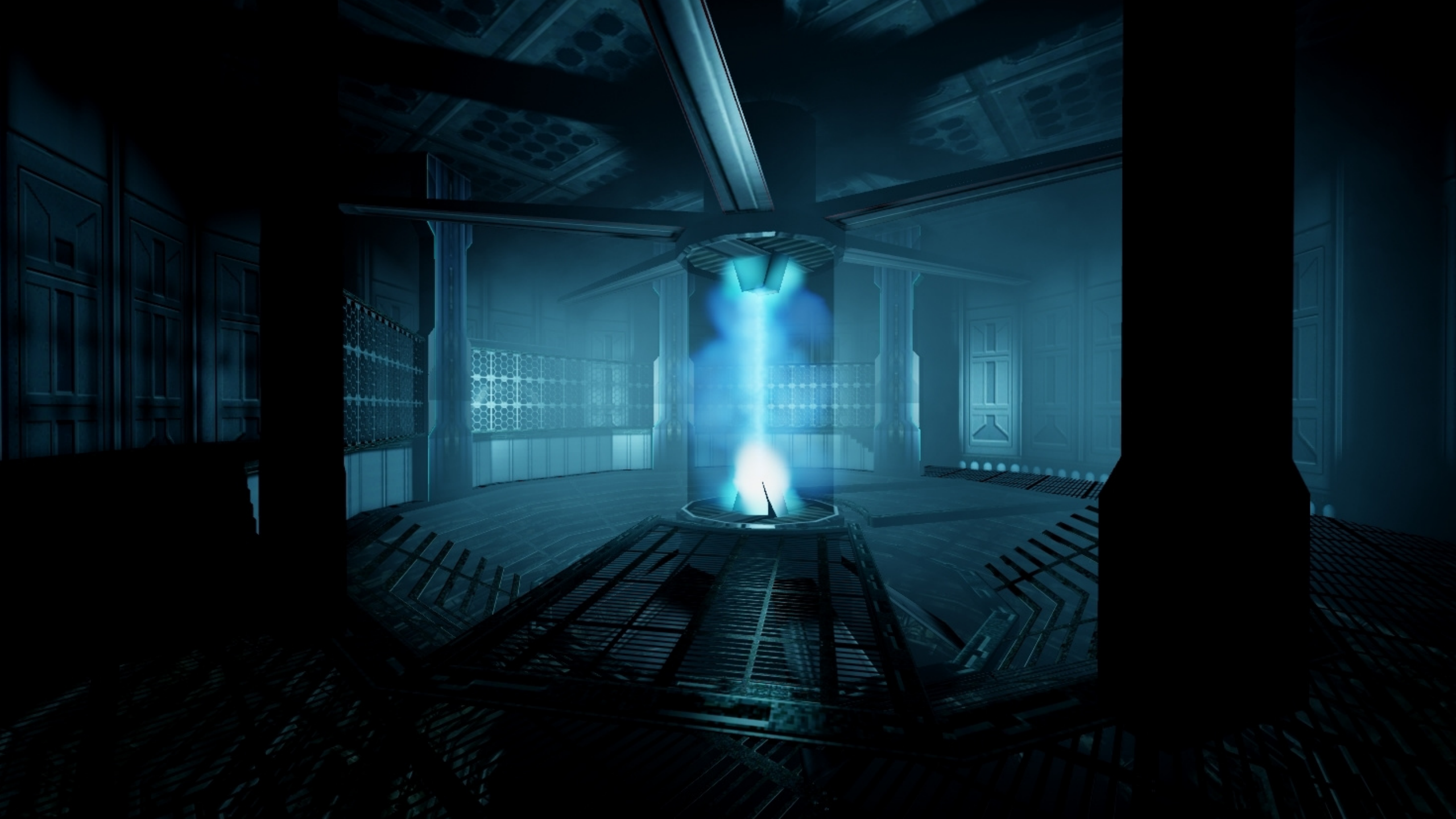
• Studio Tools

2018 Goals



- Improving Immersiveness
- Playing with Friends
- Play Around the World
- Expanding Age Range



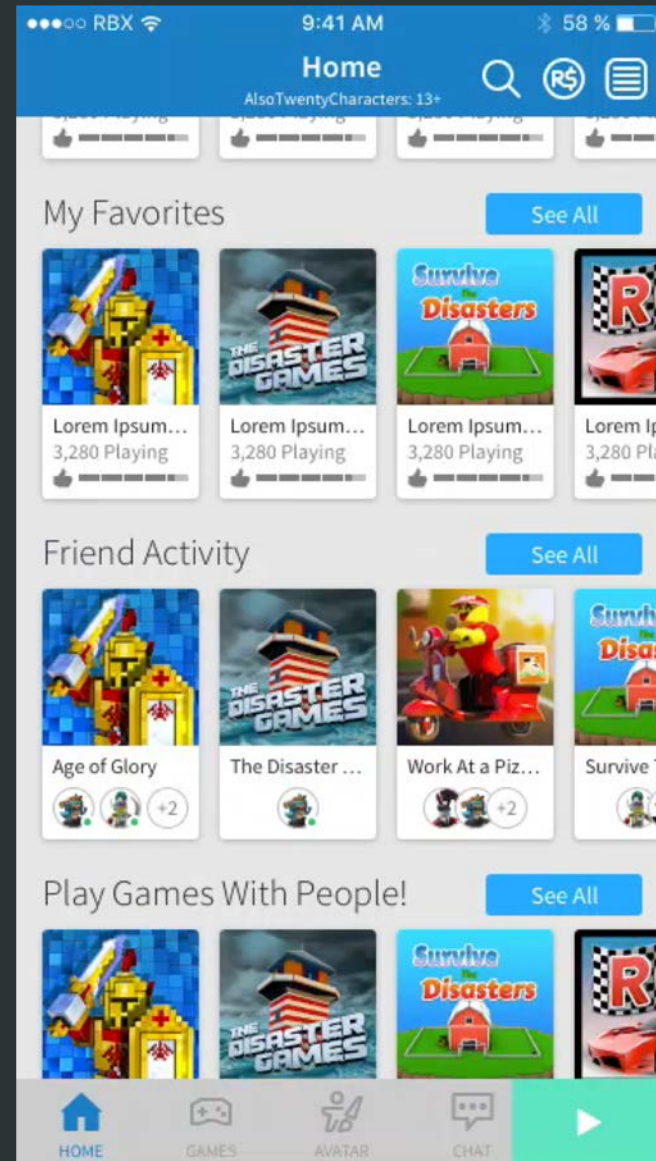
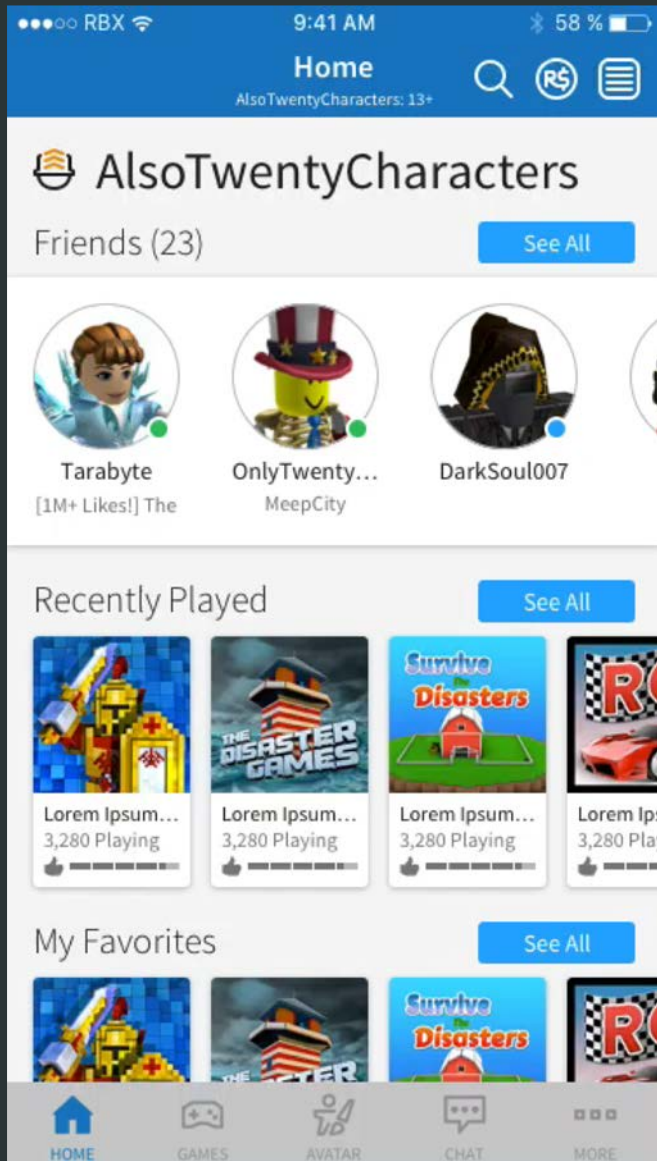






Made By, Builder_Boy

Playing with Friends





Play Around the World

Expanded Age Range





Predictions for the Next 5 Years

Predictions for the Next 5 Years



10. No country with more than 50% of the top developers
9. 1M concurrency in a Roblox game
8. A major brand releases a game to Roblox as their primary platform
7. A national movie launches based on a developer's game/story/avatars
6. Over 50M people will learn to code on Roblox
5. 100,000 people will watch a Roblox game stream in 3D
4. 50% of toys sold in the USA will have a Roblox scan tag
3. A Roblox developer earns \$50M in one year
2. 100 person company is developing on Roblox
1. The President of the USA will mention his or her Roblox Avatar on camera