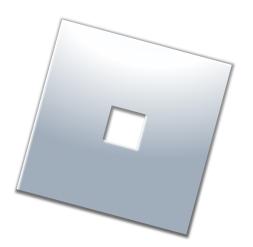
# RGBLEX



# **Roblox: The Ultimate Virtual Universe**



- An online platform with millions of games all created by a global community.
- Play, chat, and have fun with friends in any kind of genre imaginable, from action-adventure to role-playing to simulations to platformers to social places and more.
- Create your own unique avatar with tons of different customization options.
- Free to download on PC, Mac, iOS, Android, Amazon devices, Xbox One, and VR.
- Full cross-platform support. You can play together with everyone, no matter their device.

# **ROBLOX HAS A MASSIVE DEDICATED COMMUNITY**<sup>\*</sup>

100+ MILLION MONTHLY ACTIVE USERS

69+ MILLION EXPERIENCES AND COUNTING 2.9+ MILLION PEAK CONCURRENT **1.4** BILLION

TOTAL USER ENGAGEMENT HOURS PER MONTH



\*Stats as of August 2019

# **Roblox Gift Cards**

Players can redeem gift cards to receive credit on Roblox, which can then be used to purchase Robux or monthly memberships that provide access to premium features on the platform.

# **Spending Robux**

Robux are the primary currency on Roblox. Players can use their Robux to purchase customization options for their avatar, such as hats, faces, shirts, gear, and more, from Roblox's ever-expanding digital catalog. They can also spend Robux to obtain virtual goods in their favorite games. These can range from cosmetic (skins, emotes, etc.) to functional (weapons, special abilities/power-ups, etc.) items.

## **Exclusive Virtual Items**

Every month, Roblox releases a new set of exclusive virtual items that can only be obtained by redeeming these gift cards from GameStop. Some denominations also include a bonus "bundle," which are fully themed avatar costumes whose body parts can be mixed and matched with other bundles.

## FAQ

#### What denominations are available at GameStop?

Roblox Gift Cards are available in \$10, \$25, \$40, and variable (\$10-\$100) denominations. Each card comes with a free virtual item that is exclusive to GameStop. New virtual items are updated monthly.

#### Where can customers redeem Roblox Gift Cards?

There are two methods of redeeming Roblox Gift Cards. Note that Roblox Gift Cards can only be redeemed in a browser. They cannot be redeemed in Roblox apps on phones, tablets, or consoles.

- a) Go to roblox.com/redeem and enter the PIN on the back of the card.
- **b)** When making a purchase on the Roblox.com website, select Redeem Roblox Card as the payment type and enter the PIN.

#### How do customers unlock exclusive virtual items from Roblox Gift Cards?

The item is automatically granted to their account when they redeem their gift card.

#### How much are Robux worth in U.S. dollars?

One dollar roughly equates to 100 Robux. Check **roblox.com/robux** for the latest conversion pricing.

#### What should customers do if their account balance doesn't update after redeeming a card?

Have them try refreshing their browser. It may take a few minutes for their balance to update. If their balance still isn't updating, they can contact Roblox for support at **roblox.com/support**.

Where can customers go if they have any issues redeeming their card?

They can view Roblox's help pages at roblox.com/help or contact Roblox directly at **roblox.com/support**.

#### Where can I go to learn more about Roblox action figures?

Roblox has a line of action figures based on iconic characters from popular games on the platform. Each figure comes with a code for a free, exclusive virtual item. To learn more, visit **roblox.com/toys**.

