

ROBLOX



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*

100+
MILLION

MONTHLY ACTIVE
USERS

69+
MILLION

EXPERIENCES AND
COUNTING

2.9+
MILLION

PEAK CONCURRENT
USERS

1.4
BILLION

TOTAL USER
ENGAGEMENT
HOURS PER MONTH

6.7+
BILLION

GAME PLAYS
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**.

