

# ROBLOX Roblox Corporation (RBLX US)

## COMPANY DESCRIPTION

Founded in 2004, Roblox Corporation is a user-generated immersive 3D gaming platform operator headquartered in San Mateo, CA. The platform enables global users, developers, and creators to experience, share, connect, build, and publish games and other engaging content.

## BUSINESS MODEL

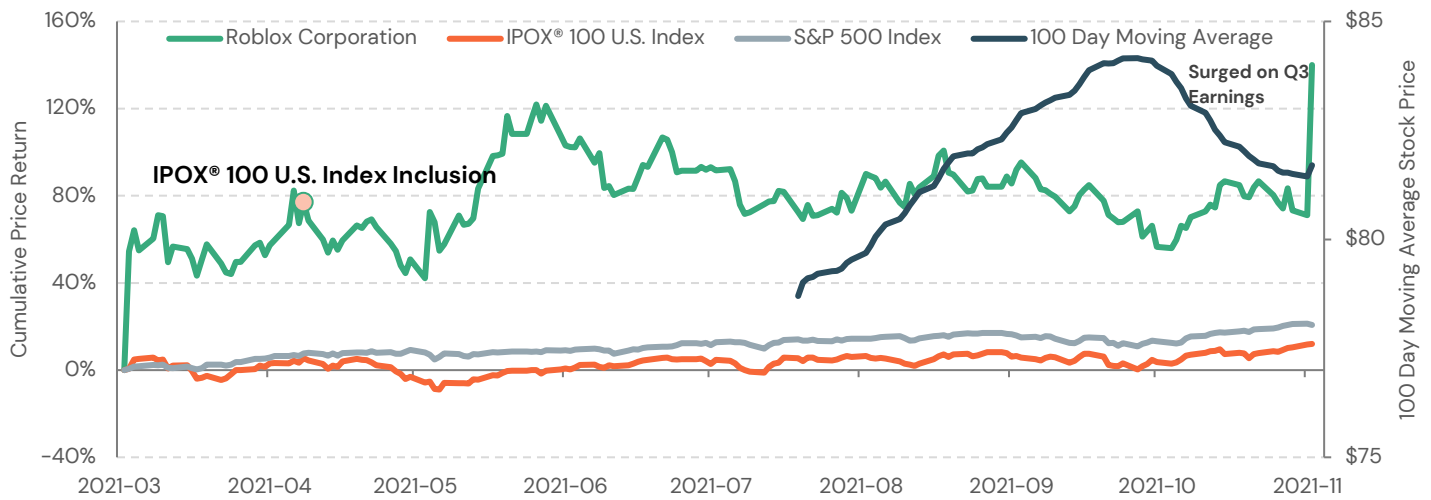
Roblox generates substantially all of its revenue through the one-time or monthly subscription purchase of its virtual currency Robux in order to purchase in-game digital items sold on the platform. The company also generates revenue from advertising, licenses, and royalties.

## DIRECT LISTING HISTORY

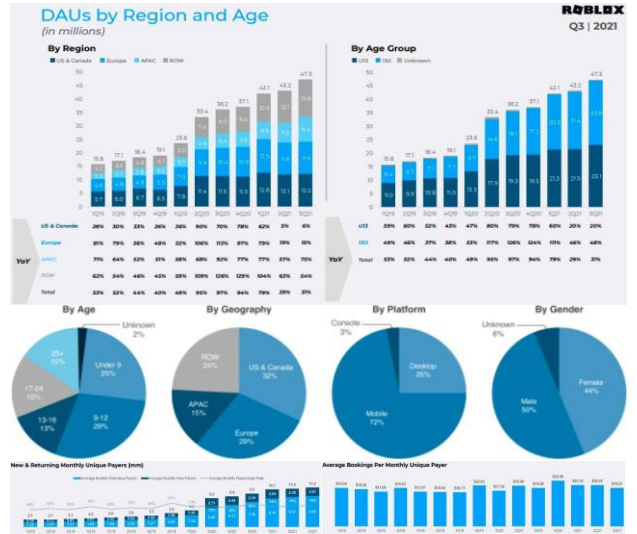
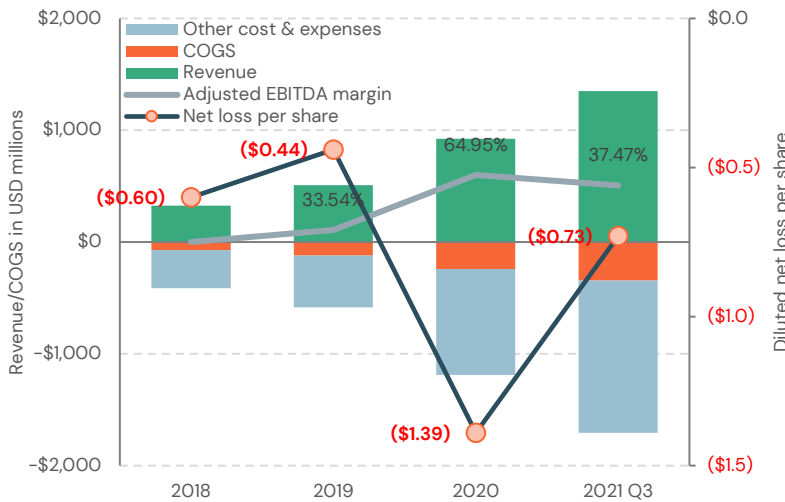
On **03/10/2021**, Roblox Corporation began trading on the New York Stock Exchange (NYSE) through **Direct Listing** instead of an IPO as it earlier planned. The user-generated gaming platform offers to resale up to 198,917,280 shares with a reference price of **\$45.00** per share. Roblox was valued at close to \$30 billion at the reference price. The shares opened at \$64.50 and closed the first day higher at \$69.50 (▲54.44%).

**Roblox Corporation was included in the IPOX® 100 U.S. Index (ETF: FFX) on 04/15/2021 and currently weighs ca. 1.11%.**

## HISTORICAL PERFORMANCE



## GROWTH OUTLOOK



## INDUSTRY COMPARISON

| COMPANY             | STOCK SYMBOL | IPO/SPIN-OFF DATE                         | INITIAL RETURN | OFFER TO DATE (TR) | 2021 YTD | BETA TO BENCHMARK | REVENUE (MILLIONS) | REVENUE GROWTH YoY% | Diluted EPS | P/S RATIO |
|---------------------|--------------|-------------------------------------------|----------------|--------------------|----------|-------------------|--------------------|---------------------|-------------|-----------|
| <b>ROBLOX</b>       | RBLX US      | 03/10/2021                                | 54.44%         | 143.38%            | 143.38%  | 1.99              | \$923.88           | 81.73%              | -\$1.39     | 20.64x    |
| Unity               | U US         | 09/17/2021                                | 31.44%         | 230.06%            | 11.83%   | 1.25              | \$772.45           | 42.58%              | -\$1.66     | 40.31x    |
| Activision Blizzard | ATVI US      | 2008 merger of Activision & Vivendi Games |                |                    | -27.38%  | 0.61              | \$8,086.00         | 24.61%              | \$2.82      | 6.01x     |
| Electronic Arts     | EA US        | EA went public in 1989                    |                |                    | -2.30%   | 0.55              | \$5,629.00         | 1.66%               | \$2.87      | 5.01x     |

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