**Roblox Confidential, Internal Only**

**Q&A for Roblox Korea - August 2021**

1. **You’ve registered an entity in Korea. When are you planning to launch in Korea? What is the 100M capital for?**

* Roblox recently formed a Korean entity to obtain the necessary business licenses to operate Roblox in Korea. Korea is an important market for us and we plan to launch in the near future. The capital investment of KRW 100 million was made to this new entity as part of creating a foreign direct investment under the Foreign Investment Promotion Law.

1. **Do you have a license to operate in the market?**

* We are currently in the process of applying for our license.
* *Once we have our license*: We have the required licenses to operate in the Korean market.
* *For background only*: Required licenses are separate from game ratings which we won’t have until later this fall.

1. **Which classification are you applying for/looking to get & why? Will you be classified as a game in Korea? How does this affect your revenue model?**

* Roblox is a game with millions of experiences. We will work with the game regulatory bodies to obtain the appropriate rating for service. There is no anticipated change to our revenue model.

1. **How are you operating in Korea without a license?**

* Because of the two network effects of our business, we have had an organic presence in Korea for quite some time with users utilizing our global platform and community resources.

1. **How many users do you have in Korea? Engagement Hours?**

* While we don’t disclose such numbers by individual markets, for the APAC region in Q2 2021 we reported 7.2 million DAUs representing 57% Y/Y growth, and 1.7 billion hours engaged (49% Y/Y growth).

1. **Are you planning to have people on the ground or open an office in Korea?**

* We currently do not have employees in Korea, but we will continue to evaluate market-specific needs to determine future expansion plans.

1. **Who are your top competitors in Korea (i.e. experts think it’s the likes of ZEPETO and Ifland)?**

* Roblox is a unique game with millions of user generated experiences that our users can play together. We are a Metaverse pure play with safety and civility at the forefront. We believe in building a safe, civil, and diverse community for all.
* Our UGC platform fuels a dynamic content ecosystem that continues to see strong momentum, attracting users of all ages from across the globe.
  + We finished the quarter with **43.2 million daily active users** (DAUs), an increase of 29% year over year and hours engaged exceeded 9.7 billion, an increase of 13% year over year.
  + For the month of July, **DAUs were 46.6 million** and we had 3.8 billion hours of engagement, **the highest in any month to date.**

1. **Are you planning to be part of the Metaverse Alliance in Korea?**

* We are not part of the Metaverse Alliance right now. We are exploring all options to ensure we’re being a safe and civil platform and partnering with companies that are aligned with local regulations.

1. **What is available from the Roblox platform/products to users and developers in Korea? Mobile app? Roblox studio? Subscription?**

* Yes, all of the above are available; we are a global company and all our products and tools in the Korean market are in compliance with local regulations.

1. **Which 3rd party app stores is the Roblox app available in Korea?**

* Roblox app is available across PC, Mac, iOS, Android, Amazon devices, Xbox One, Oculus Rift, HTC Vive, and via the web browsers.
* *For background only*: We need to get a separate rating for Xbox, but console gaming is not a big market in Korea - mostly PC/mobile.

1. **Have you made any adjustments/features to the platform to comply with local regulations? Can you tell us how your built-in regional compliance system works in Korea?**

* Safety is our top priority and we work to ensure best in class safety features for all of our users. We are compliant with regulations and features include stringent chat filters which block inappropriate words or phrases like profanity and discriminatory language, spending limitations, excessive gameplay warnings, time restrictions for minors, and in-country customer service and moderation teams.

1. **How big is your developer community in Korea? Are there any successful games from Korean developers?**

* We’re gaining traction and seeing some really successful ideas and excitement about the Metaverse opportunity among creators globally. Unlike traditional publishers and gaming platforms that require significant upfront investment for creating and hosting experiences, Roblox is leveling the playing field by eliminating these upfront costs and offering all its technology and services (including uncapped hosting for experiences with millions of players) for free to all developers. Korea is one of the fastest growing UGC and developer communities.
* As the Korean market continues to grow for us and is home to some of the largest game developers, we believe we’ll see top experiences that have global success in the future coming out of the Korean developer community and are excited to see what creative ideas they will come up with.

1. **How are you working with Roblox developers and UGC creators in Korea? Are they able to sell in your global UGC Store or submit their experiences to the global Roblox platform?**

* We work with our global developer/creator community to support their creative expression and ideas, i.e. provide resources and support them in creating their own experiences through our global developer channels and programs.

1. **How does Robux work in Korea? Are developers able to convert earnings in local currency?**

* Robux are Roblox's in-game currency and can be used to purchase in-game upgrades or avatar accessories.
* Developers are able to convert their earnings in the currency of their choice that we support.

1. **How much money have Korean developers earned in 2020/2021?**

* We don’t break down developer earnings by market. In 2020, our global community earned $329M in total, and we anticipate the earnings to be half a billion dollars in 2021.

1. **How many moderators do you have covering Korea/monitoring content/chats? 24/7?**

* We have a global team of over 3,000 trust & safety agents globally that monitor for safety 24/7 in multiple languages, including in Korea/Korean.
* *For background only:* Currently, we have 31 T&S agents, 14 CS & 17 Moderation (all native Korean speakers) (Breakout: 6 CS & 6 Mod Agents in Seoul, 8 CS &11 Mod Agents in Kuala Lumpur). Support hours for this team are Monday - Sunday 9:00am to 6:00pm Korean Standard time. After hours the support will default to our English Global Support queue, which operates 24 x7. We also have localized Support pages and Help Articles.
* *For background only:* First market to have local Korean BPO (Business Process Operations).

1. **What safety features do you have for kids/parents in Korea - are they the same or different from the global platform?**

* Safety is our top priority and we work to ensure best in class safety features for all of our users. We are compliant with regulations and features include stringent chat filters which block inappropriate words or phrases like profanity and discriminatory language, spending limitations, excessive gameplay warnings, time restrictions for minors, and in-country customer service and moderation teams.

1. **When are you going to have screen time/in-game spend controls that parents in Korea expect to have?**

* We have parental controls where parents can control the amount of time users can play and are compliant with Korean regulations.
* We are compliant with local regulations and will continue to work with regulators to ensure we have a safe and civil platform for all.
* [Want to avoid spend limitation question if possible.]
* For background only: Roblox desktop has a spending limitation of 70K Korean Won (about $60 USD each calendar month, not rolling month). We do not have limits on mobile (compliant with local regulations - Korea classifies mobile differently than desktop - desktop/pc more hardcore, mobile more casual).

1. **Do you have official Roblox Korean social media channels?**

* Not at this time, but we have our global channels that anyone can join/follow on [Twitter](https://twitter.com/Roblox), [Instagram](https://www.instagram.com/roblox), [TikTok](https://www.tiktok.com/@roblox), and [Facebook](https://m.facebook.com/Roblox/).

1. **How important is the Korean market for Roblox?**

* As a global company we want Roblox available everywhere, Korea is the 4th largest gaming market in the world and very important from a player and developer community standpoint.

1. **What age group are you targeting in Korea?**

* Roblox is for everyone. In Q2, our daily active users (DAUs) were 43.2 million, an increase of 29% year over year driven by:
  + 41.9% growth in DAUs outside of US/Canada compared to Q2 2020
  + 46/1% growth in DAUs over the age of 13 compared to Q2 2020
* For the APAC region in Q2 2021 we reported 7.2 million DAUs representing 57% Y/Y growth, and 1.7 billion hours engaged (49% Y/Y growth).

1. **What educational opportunities do you see for the platform in Korea?**

* Technology has enhanced the ways we communicate and share stories, but historically it has been difficult to support “doing things together” at a distance. Thanks to several recent technological developments, we are beginning to see a convergence of communication and storytelling that is enabling co-experience, starting with multiplayer gaming over the internet.
* On Roblox, we expect people to engage in a vast range of activities, such as visiting Gyeongbokgung Palace or ancient Rome, going to an awesome concert, or dissecting a simulated frog with others in an online classroom. We continue to take long-term bets with innovative engineering to improve the realism, fidelity, and intensity of how we interact online.

1. **Why aren’t you available on PlayStation?**

* Our goal is for Roblox to be available for players on any platform or device they choose. We are always exploring all potential opportunities, and prioritizing based on various factors. Unfortunately, we cannot comment on when we will launch on any specific platform.