

A photograph of a woman with long, curly pink hair, wearing a white tank top and black pants, skating on a light-colored wooden ramp. She is captured in mid-air, performing a trick. The background is a clear blue sky.

SKATE to '28

a socal story

LA SKATE CULTURE



ROBLOX



usd



OLYMPICS

**Urban Decay must lean into
the momentum of Roblox**

Under 13:

50%

18-24:

**Fastest
Growing**

150%

Female skateboarders
surged around TOKYO
2020 Olympics

TREND HACKING

62%

Female skateboarders
fall into our target
age demographic



***"beauty as a form
of mental health
and radical self-
expression will be
key to community
building in the
metaverse"***

***- Krista Kim
founder of 0.xyz***



*Urban Decay x
Cybersmile
skatepark
will empower
safety,
inclusion and
mental health*





FREE decks + make up skins for **ALL**

A dynamic scene of skateboarders performing various tricks on a concrete ramp under a clear blue sky. In the foreground, a skater in yellow pants and checkered shoes is grinding down a ramp. Above them, another skater in red pants and red Vans shoes is performing a kickflip. A third skater in dark shorts is captured mid-air, performing a trick. A fourth skater's legs are visible in the background. The ramp features a black and white checkered pattern near its top edge.

an **AUTHENTIC +**
INTERACTIVE
experience will
foster a strong
Urban Decay
community

skateboarding

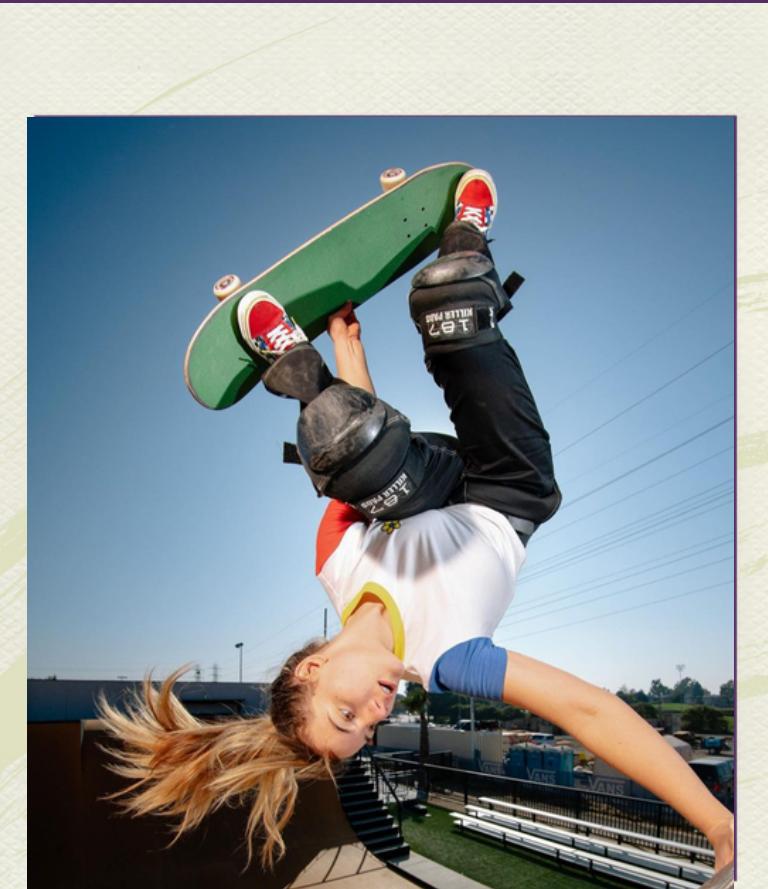
INFLUENCERS



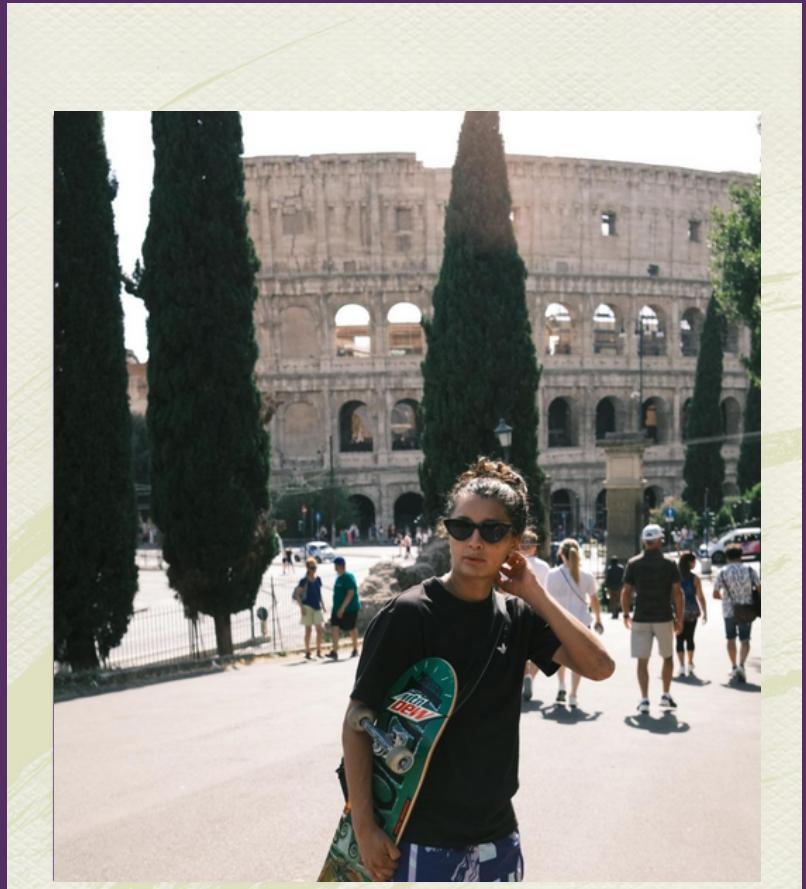
BRYCE WETTSTEIN



JORDYN BARRATT



BRIGHTON ZEUNER



MARIAH DURAN

Instagram Followers:

51.8K

42.2K

155K

153K

onstagram



URBAN DECAY TREND HACKS

L.A. 2028 OLYMPICS

Trending



#urbandecay2028

1,322,891 Tweets

#metashredding

986,394 Tweets

#udbeautylaolympics

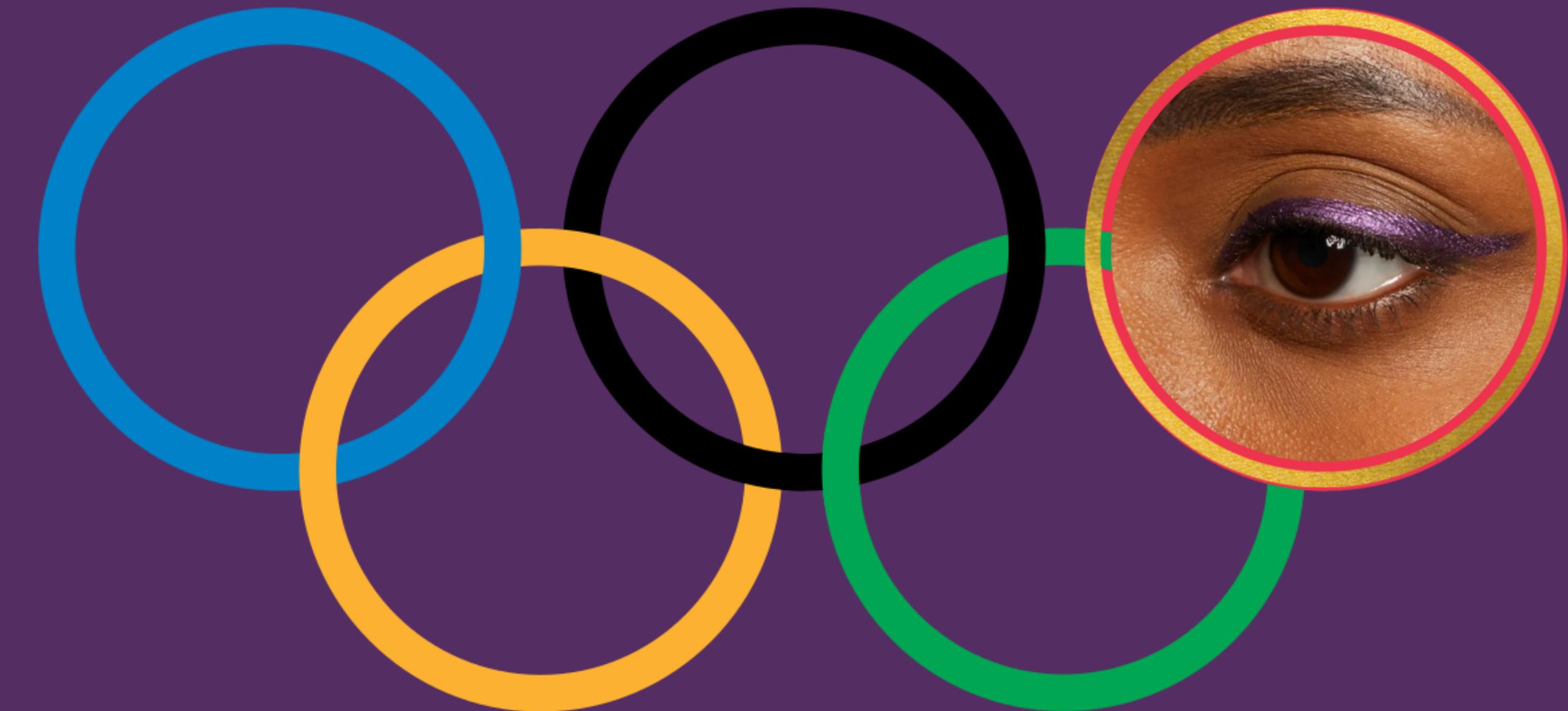
803,143



DIRECTOR OF BRAND AND ENGAGEMENT STRATEGY



SELF CARE IS A CRITICAL NEED FOR OLYMPIC ATHLETES



Roblox + Skateboarding

Revenue
Driven:

\$1.8M

Total
Costs:

\$534K

Influencer Marketing

Revenue
Driven:

\$3.6M

Marketing
Role

8.3

Investment

430k

TimeLine

TODAY



JAN. 2024



2028



21S

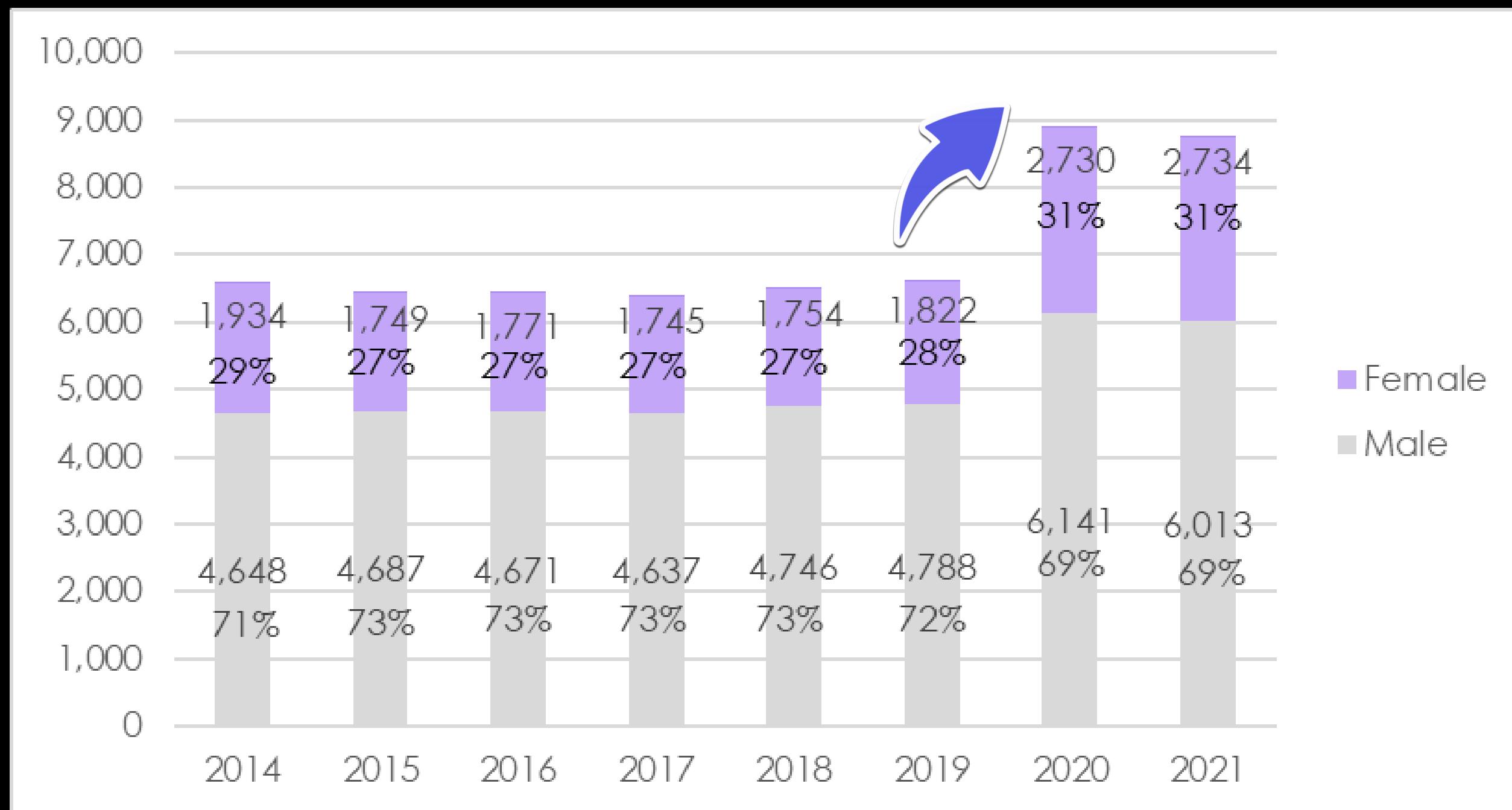




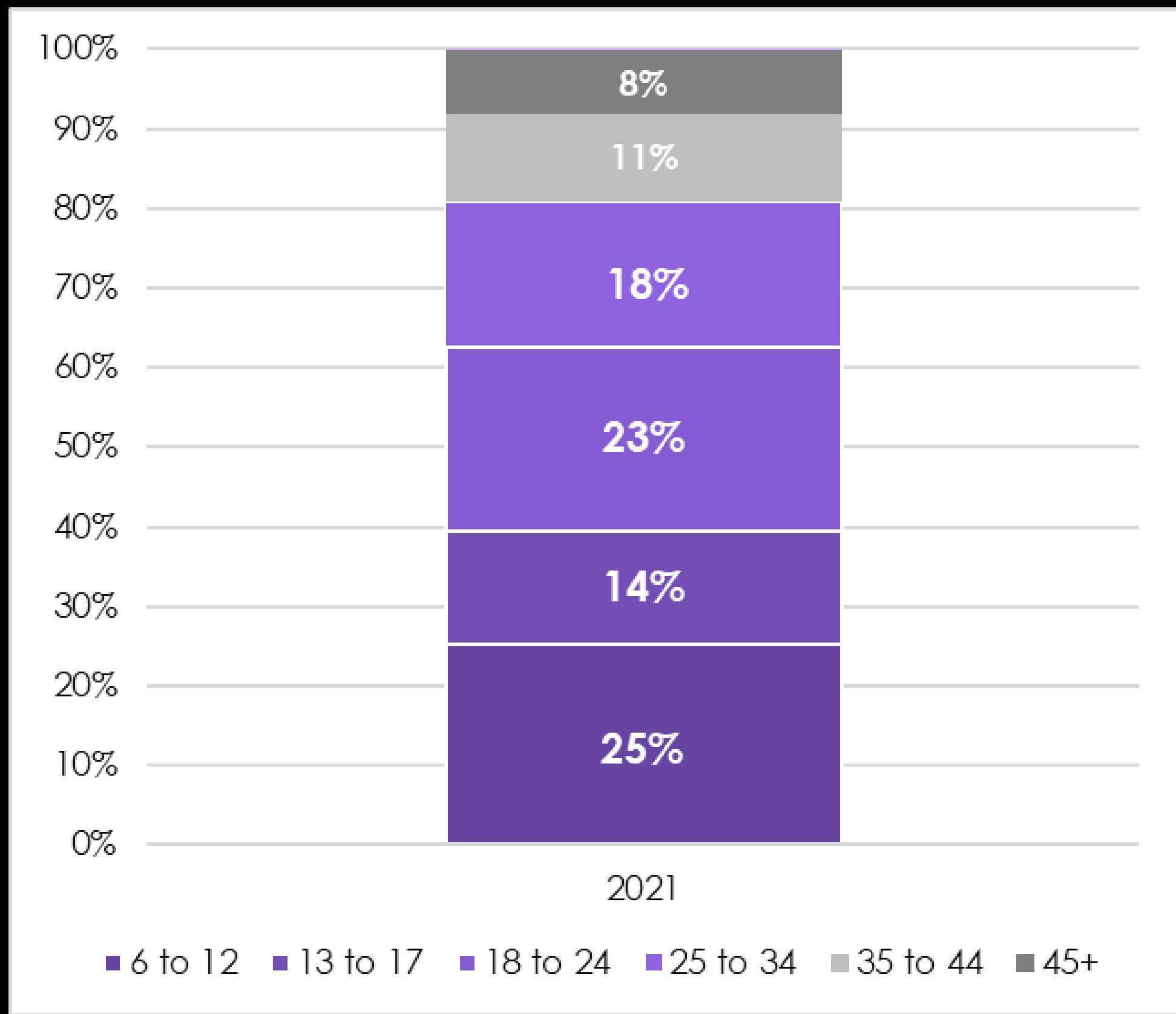
A P p e n d i x



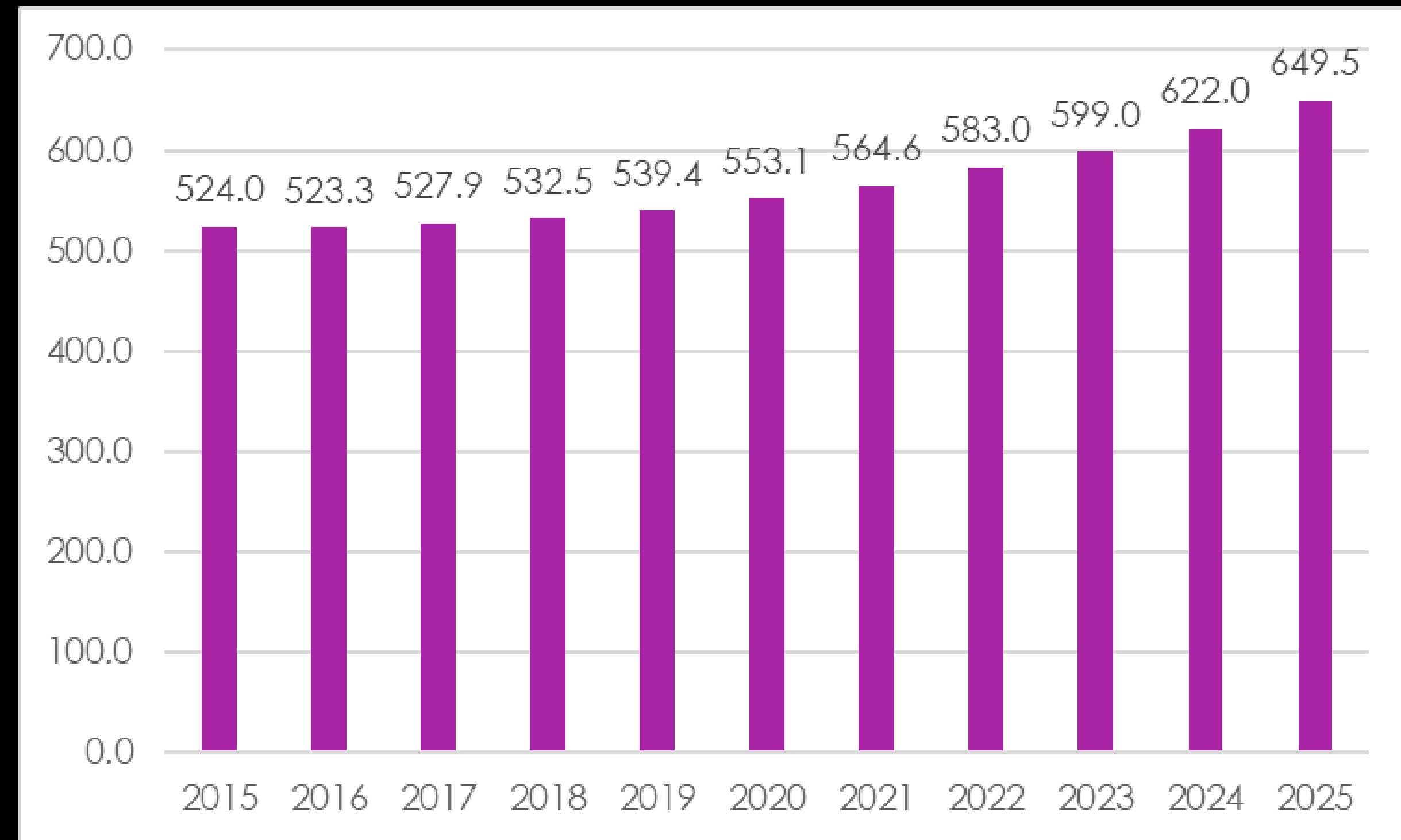
Number of skateboarders in the U.S. (in thousand)



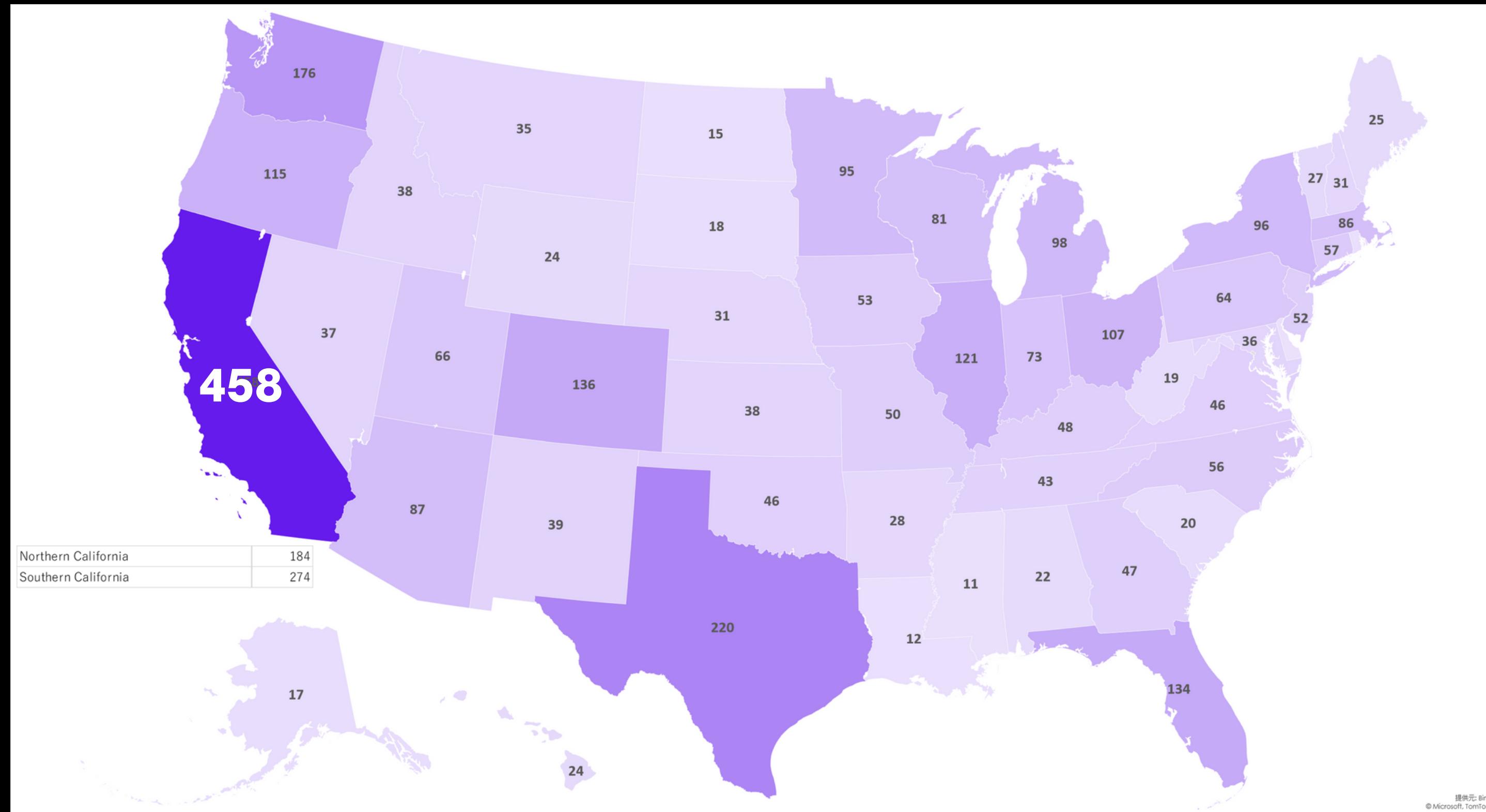
Age groups of female skateborders



Size of the U.S. skateboard market from 2015 to 2025



Distribution of 3,284 skateparks in the U.S.



Skatepark + Olympics: Costs

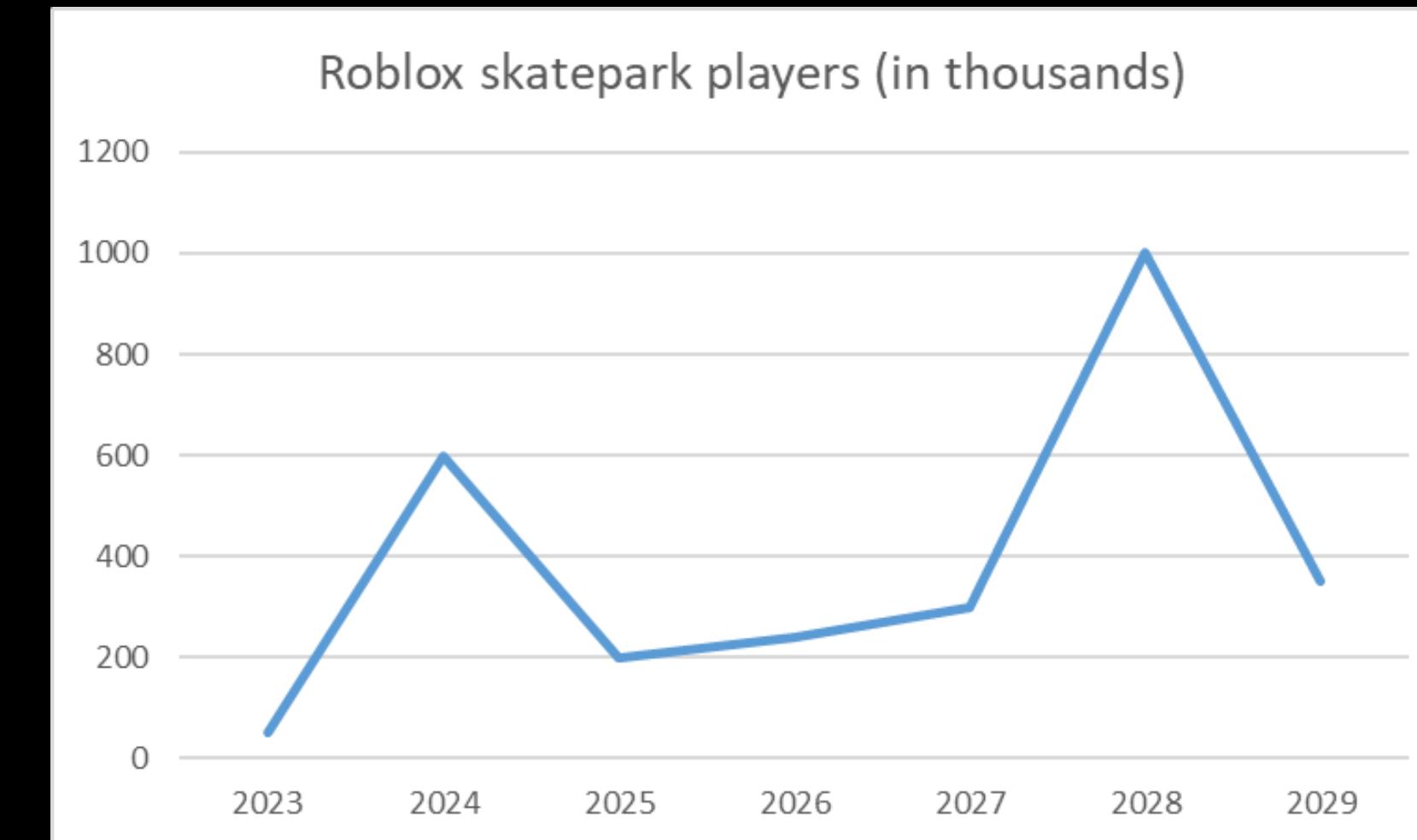
Game design and operations (thousands of dollars)		
Development	120	one-time
Production support	20	annual

Cybersmile	2023	2024	2025	2026	2027	2028	2029
Per hour charge	30						
Hours/day	12						
Moderators (absolute)	25	300	100	120	150	500	175
Moderator costs (thousands)	9	108	36	43.2	54	180	63
Total expense	\$ 149	\$ 128	\$ 56	\$ 63	\$ 74	\$ 200	\$ 83

Skatepark + Olympics: Revenue

	2023	2024	2025	2026	2027	2028	2029
Players (thousands)	50	600	200	240	300	1000	350
Shoppers	1	12	4	4.8	6	20	7
Revenue driven	\$ 91	\$ 1,093	\$ 364	\$ 437	\$ 546	\$ 1,822	\$ 638
Operating profits driven	\$ 18	\$ 219	\$ 73	\$ 87	\$ 109	\$ 364	\$ 128
Campaign attributable profits	\$ (131)	\$ 91	\$ 17	\$ 24	\$ 35	\$ 164	\$ 45

Total revenue from campaign	\$ 4,991,184
Total expense	\$ 753,200
Marketing ROI	6.63
% shoppers	2%
ARPU	\$ 91.08



Influencer costs

Influencer rates		
	Followers	Per post rate
Nano	5,000	\$ 800
Micro	30,000	\$ 1,500
Mid-tier	200,000	\$ 3,000
Macro	800,000	\$ 5,000
Mega	2000000	\$ 7,000

Influencer	Followers	Tier	Rate	Posts	Cost
Bryce Wettstein	51,900	Micro	\$ 1,500	20	\$ 30,000
Alexis Sablone	92,400	Micro	\$ 1,500	20	\$ 30,000
Jordyn Barratt	42,200	Micro	\$ 1,500	20	\$ 30,000
Brighton Zeuner	155,000	Mid-tier	\$ 3,000	20	\$ 60,000
Mariah Duran	153,000	Mid-tier	\$ 3,000	20	\$ 60,000
Alana Smith	100,000	Mid-tier	\$ 3,000	20	\$ 60,000
Total	594,500				\$ 270,000

Influencer strategy - Income Statement

	2023	2024	2025	2026	2027	2028
New customers	53,505	2,675.25	133.76	6.69	0.33	0.02
LTV generated	6,091,544	304,577	15,229	761	38	2
Gross profit	1,218,309	60,915	3,046	152	8	0

Total profit	1,282,430	Marketing Costs	
Total revenue	6,412,152	Influencer costs	270,000
		Content strategy	60,000
		Offline marketing campaign	200,000
		Net expense	530,000
		Marketing Rol	12