

LEAGUE OF LEGENDS

One of the most-played games in the world for 10+ years

LoL at a Glance

Players battle it out on Summoner's Rift in a 5v5 match, with the goal of destroying the other team's Nexus (or base) first.

Games last between 20-45 minutes and players can choose from over 140 champions.

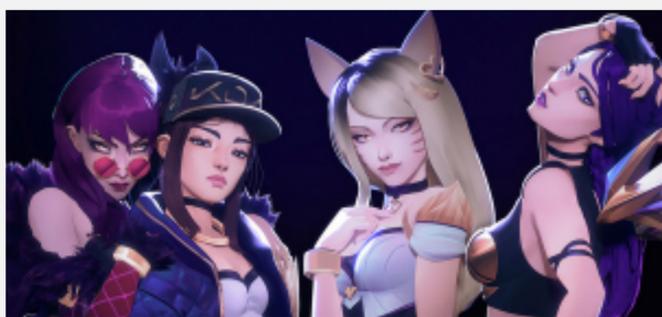
One of the world's most-played games for 10+ years.

- ▶ 2009: Launched in North America and Europe with Korea, China, Japan, Southeast Asia, Brazil, Latin America, Russia, Turkey, and others in the following years.
- ▶ 2012: The Most Played PC Game in North America and Europe in terms of number of hours played.
- ▶ 2014: Over 67 million people played LoL per month.
- ▶ 2016: More than 100 million monthly active players.
- ▶ 2020: 160 billion+ total hours spent playing LoL.
- ▶ The number of players would make up the 5th largest country in the world.
- ▶ 10 years after its launch, 20+ million people across 145 countries play LoL every day.
- ▶ More than 100 million hours a month is spent playing LoL by players around the world.
- ▶ One of the largest footprints in the streaming media world, and became the first Twitch channel to reach 1 billion hours watched.
- ▶ LoL produces the most popular Esports event of the year when the best professionals compete in the World Championships.

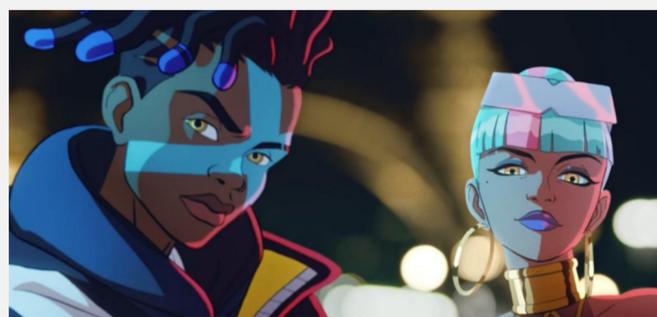
Expanding the Universe

Riot Music Group

- ▶ Riot has created three (so far!) genre-spanning virtual music bands using Champions from LoL.
- ▶ In 2018, K-pop group K/DA debuted and in 2020 K/DA returned with a 5-song EP. 2019's band, True Damage, gave fans Riot's take on global hip-hop.
- ▶ K/DA's lead single POPSTARS (2018) hit #1 on Billboard World Digital, Google Play Top Songs, and iTunes KPOP.
- ▶ True Damage's Giants (2019) garnered more viewership on YouTube than Kanye's single released that same weekend.
- ▶ Pentakill is a rock band created in 2017 that broke into Billboards Top 40 and reached No. 1 in the iTunes metal charts upon their release.



	K/DA POP/STARS	
		



	TRUE DAMAGE GIANTS	
		



	PENTAKILL II: Grasp of the Undying	
		

TEAMFIGHT TACTICS

- ▶ Draft, deploy and dominate with a revolving roster of League of Legends champions in a round-based battle for supremacy.
- ▶ Cross-platform support means players can play with their friends (and crush their enemies) across PC, Mac, and Mobile.

Merchandise



- ▶ From collectibles to clothing to posters and beyond, each year Riot produces hundreds of new consumer products.
- ▶ As just one example of our partnerships, Louis Vuitton collaborated to release LoL-inspired real-world fashion and LV-designed in-game skins.

LEAGUE OF LEGENDS WILDRIFT

Wild Rift: LoL for mobile (currently in beta) with console coming soon.

- ▶ We rebuilt the game from scratch. Refreshed models, animations, game systems and more—but keeping true to the core LoL gameplay you already know.
- ▶ We want to make sure Wild Rift feels like it was designed for new platforms, and use that opportunity to make a bunch of improvements to the game.