

We aspire to bring joy to billions of fans around the world through League of Legends Esports.

World Championship

- ▶ The League of Legends World Championship is the pinnacle of League of Legends Esports and sits at the incredible cross-section of sports and entertainment. It is among the largest and most popular gaming and sporting events in the world.
- ▶ The 2019 World Championship Finals reached a record-breaking 21.8 million Average Minute Audience (AMA) and 44 million peak concurrent viewers.
- ▶ League of Legends esports has a growing portfolio of global partners who aim to create activations that elevate the fan experience, including Louis Vuitton, whose multifaceted campaign included a bespoke trophy trunk for Worlds 2019, and Mastercard, the first global partner of the sport. Other global partners include Spotify, OPPO, Alienware, AXE, Secretlab, and Red Bull.
- ▶ Worlds has been played at -- and sold-out -- some of the most iconic venues around the globe, including the Shanghai Pudong Football Stadium in China (2020), Bird's Nest in China (2017), the Staples Center in Los Angeles (2016),



Nearly 1,000 pros compete across 12 regional leagues around the world, which include the LCS in North America, LEC in Europe, LPL in China, and LCK in South Korea. Connecting the leagues together are three annual international events: World Championship, Mid-Season Invitational, and All-Star Event.



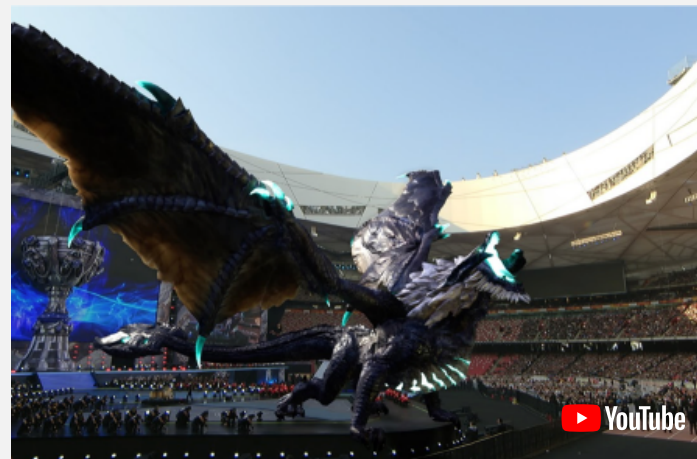
The European Masters are just one of more than 40 developmental leagues, programs, and events supported by Riot Games around the world, which include the LDL Semi-Pro League in China, the US Collegiate League of Legends, LCS Academy League, LCK Challenger League, and the European Regional League.



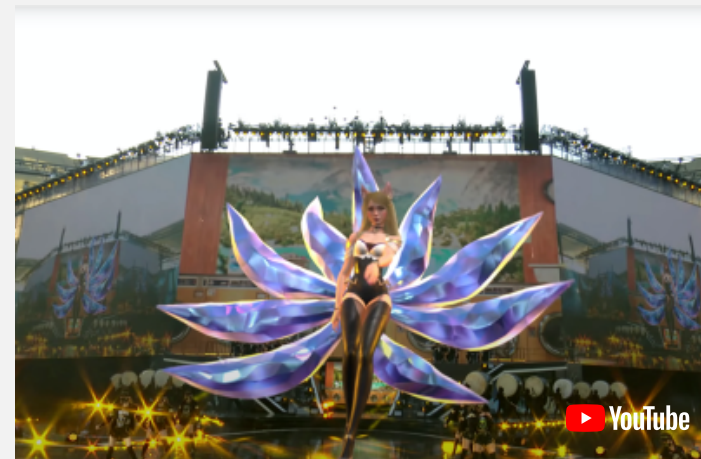
League of Legends Esports has been recognized as best-in-class by the Sports Emmys, Game Awards, Esports Awards, Esports Business Awards, SPIA Asia Awards, among others.

Opening Ceremony

- ▶ The World Championship Finals Opening Ceremony combines sports entertainment, the latest in innovation, storytelling, musical talent, and League of Legends IP to produce a truly unique and epic show.
- ▶ In 2017, virtual reality powered the in-game Elder Dragon to soar around the stadium, while K/DA's debut AR performance became a pop-culture sensation in 2018. In 2019, the LCD-paneled Louis Vuitton trophy trunk and 3D Holonet technology stole the show in one of the most-watched ceremonies to date.



2017 World Championship Finals



2018 World Championship Finals



2019 World Championship Finals

Held annually since 2011, the League of Legends World Championship is the most widely viewed and followed esports competition. Four regions -- Europe, North America, China and South Korea -- have all hosted the World Championship, and seven different cities have hosted the Worlds Finals (2011-2019).

