

LOL ESPORTS

RIOT GAMES

WORLDS 2022 CINEMA VIEWING PARTIES OVERVIEW

NOV 5, 2022



ONE NIGHT ONLY™



- 1. LOL ESPORTS aspires to be the most player focused game company in the world. We support this vision.**
- 2. We want the cinema events to bring fan engagement to a whole new level of unparalleled experience.**
- 3. We strongly prefer broadband delivery of the live stream to the cinema by MetaMedia/DCDC.**
- 4. We prefer cinemas with a history of successful cinema gaming events.**
- 5. We will offer robust marketing and outreach support from Riot Games plus targeted Social and Paid Media to millions of players and fans.**
- 6. We expect to place the cinema tickets onsale worldwide in September 2022.**
- 7. We are here to help, please reach out with suggestions, comments, and questions.**



**FOR OUR
CINEMA EXHIBITION PARTNERS**

ONE NIGHT ONLY™



LOLESPORTS WORLDS 2022



ALL WORLDS 2022 EVENTS WILL BE HELD IN NORTH AMERICA INCLUDING IN SAN FRANCISCO FINALS ON NOVEMBER 5. CHECK [LOLESPORTS.COM](https://lolesports.com) FOR UPDATES.





RIOT GAMES OVERVIEW

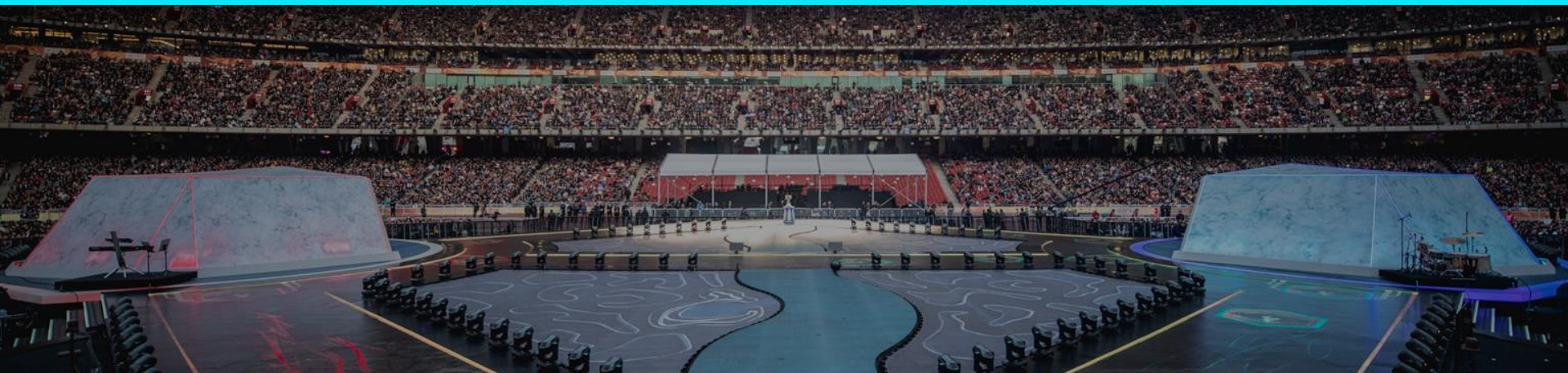
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ONE NIGHT ONLY™



PLAYER FIRST



WE ASPIRE TO BE THE
MOST PLAYER FOCUSED GAME
COMPANY IN THE WORLD



LEAGUE OF LEGENDS

THE MOST PLAYED PC GAME IN THE WORLD

2009 LAUNCH
TEAM ORIENTED
150+ CHAMPS
MODERN FANTASY
AGE 16-30





THE FUTURE

LOL ESPORTS

OF SPORTS



GLOBAL OBSESSION



**A POP-CULTURE PHENOMENON
ACROSS SPORTS, MUSIC,
ENTERTAINMENT & FASHION**



POP CULTURE PHENOMENON





RIOT GAMES



**EXPANDING THE RIOT GAMES
UNIVERSE WITH GENRE-DEFINING
GAME EXPERIENCES**



LOL ESPORTS

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#1 ESPORT

IN THE WORLD







WORLDS FINALS 2020

23M

AVG MINUTE AUDIENCE

46M

PEAK CONCURRENT VIEWERS

OVER 1 BILLION HOURS WATCHED

WORLDS FINALS 2021

/ WORLDS 2021 / WORLDS 2021® WORLDS 2021 / WORLDS 2021 /

30.6M

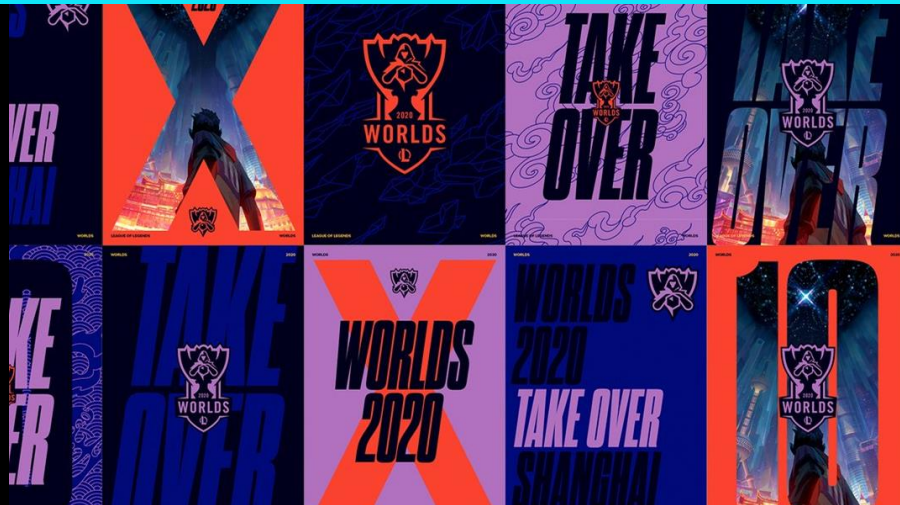
AVG MINUTE AUDIENCE

73.9M

PEAK CONCURRENT VIEWERS

/ WORLDS 2021 / WORLDS 2021® WORLDS 2021 / WORLDS 2021 /

18 LANGUAGES ACROSS 34+ PLATFORMS





87%

AGES 13-34

120+ MILLION

ADDRESSABLE
AUDIENCE GLOBALLY

97%

WATCH ON
DIGITAL DEVICES

93%

WATCH LOL ESPORTS
>1 HR/WEEK

MASSIVE, DIGITAL-FIRST, HIGHLY ENGAGED FANBASE
WHO ARE **DRIVING** GAMING CULTURE



THE MOST EXPANSIVE PROFESSIONAL ESPORTS ECOSYSTEM



100+
PRO TEAMS

800+
PRO PLAYERS

11
REGIONS

3
GLOBAL TOURNAMENTS



PROVIDING PARTNERS AND FANS
AN “ALWAYS ON” OPPORTUNITY



2011
Dreamhack, Sweden



2012
Galen Center, USA



2013
Staples Center, USA



2014
Seoul WC Stadium, S. Korea



2015
MB Arena, Germany



2016
Staples Center, USA



2017
Bird's Nest, China



2018
Munhak Stadium, S. Korea



2019
AccorHotels Arena, France



2020
Pudong Stadium, China



Mercedes-Benz



**LEVERAGING THE LOL ESPORTS PLATFORM TO DRIVE
MEANINGFUL BRAND ENGAGEMENT + AFFINITY**

LOL ESPORTS

EXCLUSIVE WORLDWIDE DISTRIBUTOR FOR CINEMA VIEWING PARTIES:

Contact:

- John Rubey (01) 1-818-881-3663, john@rubeyentertainment.com
- Robert Markovich (01) 1-310-691-4491

CONTACT US NOW FOR THIS VERY SPECIAL EVENT



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LOL ESPORTS

HOPE YOU WILL JOIN US IN NOVEMBER.

THANK YOU!