

## Who are We?

Riot Games is an Application Software company specialized in the development of video-games, and based in Los Angeles. We are well known for having developed one of the most played multiplayer game with the most followed e-sport tournament in the world: League of Legends.



**CEO -**  
**Nicolas Laurent**

**French, 36 years old**

He is one of the first who believed in this project.

He met Mark Merrill and Brandon Beck in Asia while they were searching for an editor who would support the game, and he brought the prototype to GOA.com, a subsidiary of Orange.

Later, he is debauched to be an international leader at riot games.

## Buisness Strategy

Our games **remain free** while keeping a **“healthy”** economic mode,

### How do we do?

revenues are fully insured through the sale of cosmetics in game (skins) as well as goodies (soft toys, clothes...) and the sponsorship of others brands at the events.

## Some Events...

- **Worlds tournament:**  
2019 - Finals in Paris, November 10  
(Finals watched by 99.6 million people in 2018)
- **MSI (Mid-Season Invitational):**  
10 teams selected through the “Play-In”.
- **LCS (League Championship Series):**  
LCS EU (in Europe), LCS NA (in North America)
- **Students tournaments:**  
University eSport masters, GL ...



“ Seek unique perspectives, create room for experimentation and anticipate failure as a part of the journey. ”



# Riot Games History

Founded the 05 September of 2006 by two university students: Brandon Beck (24 y/o) and Marc Merrill (26 y/o).

Both of them driven by the love of video-games, they felt that the game developers were not giving enough attention about the opinions and ideas of their fans.

It is at this moment that they came with the idea of a company that kept its community around a single game with a strong universe and background, and continually introduced new features, and balanced or reworked the existing ones.

The 27 October of 2009, the company finally introduced its first video-game called League of Legends, which will remain their main product till nowadays.

In 2018, we have 2,500 employees in 24 offices around the world, and have a turnover revenue of \$1.4 billions (\$2.1 billions in 2017).

## Our Values

- Player Experience First -  
We put the player at the center of everything we do.
- Dare to Dream -  
We make bold and focused bets aimed at advancing gaming landscape.
- Stay Hungry, Stay Humble -  
We value feedback as an essential part of improvement.



## Our Main Game

### Game Explanations and Rules

League of Legend is a MOBA (Multiplayer Online Battle Arena) where two teams of 5 players compete in order to destroy the enemy base, called "Nexus". Each player embodies a champion with a unique history and skills.

### Creators near Players

The game is constantly evolving with patch (one week) and seasons (one year) according to the demands of the players as well as the desires of the developers. There are also regularly secondary and ephemerals games modes.

### A Dense Universe

Each champion has his own story and his own universe, which is continually evolving. They are not limited to the lore of the game, they can appear in comics, shorts films, music and clips...

## Personalities

Brandon Beck



Fondator

Mark Merrill



Fondator

Dylan Jadeja



President

Greg Street



HSD

Joe Tung



History

Angela Roseboro



CPO

Oksana Kubushyna



HRP

Mike Seavers



HOT

Emily Winkile



CPO

Scott Gelb



COO

Jin Oh



HP

Jarred Kennedy



HBP

## Contacts



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Riot Games & League of Legends



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League of Legends