



THE BUSINESS AGILITY BEHIND RIOT'S K/DA THE FICTIONAL BAND THAT TOPPED REAL WORLD CHARTS



OUR MISSION

WE ASPIRE

TO BE THE MOST

PLAYER

FOCUSED

GAME COMPANY IN THE

WORLD

Why *(Our purpose)*

Riot Games makes it
better to be a player.



BUSINESS AGILITY

BUSINESS AGILITY



BUSINESS AGILITY



Player Centric

BUSINESS AGILITY



League of Legends

2009 Launch

Team Oriented 5v5

Strategy

100M Monthly Active Users



A large, enthusiastic crowd of people at a Riot Esports event. Many individuals are raising their hands in the air, cheering, and holding up white foam fingers. The crowd is diverse in age and appearance, with some wearing hats and lanyards. The scene is brightly lit, suggesting an outdoor or well-lit indoor venue. The text "Riot Esports" is overlaid in the center in a large, white, bold font.

Riot Esports



K/DA

POP/STARS



WITH MADISON BEER • (G)I-DLE • JAIRA BURNS



IMPACT

100M+ views on Youtube in the first 4 weeks

#1 on Billboard World Digital

#11 on Google Play Top Songs

#1 on iTunes K-pop Chart

#2 on iTunes All Pop

#1 on QQ music's all songs ranking

#2 Naver Music (Korea)

To put that into perspective - if K/DA were a real band, it would be considered the most successful debut for a kpop group in YouTube history.

K/DA wasn't just for League; a worldwide audience quickly took notice of the authenticity and craft behind it, earning it mainstream attention everywhere from the MTV VMAs to Korean talk shows.





**Prioritize
Resonance**



**Build
Holistically**



**Commit to
Players**



나와 대결 원한 널 확신해





나와 대결 원한 널 확신해



PLAYER-CENTRIC BUSINESS AGILITY AT RIOT GAMES



WHY



WHAT



HOW

PLAYER-CENTRIC BUSINESS AGILITY AT RIOT GAMES



WHY



WHAT



HOW

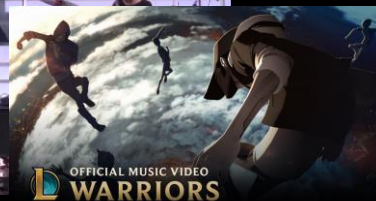


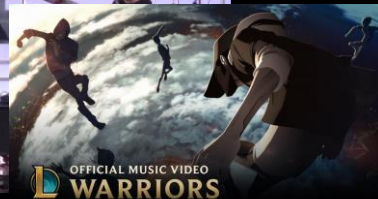




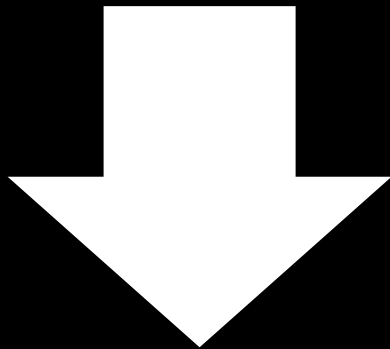






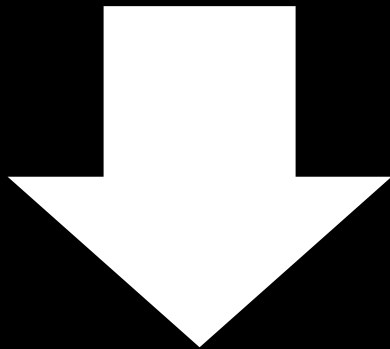


Top Down



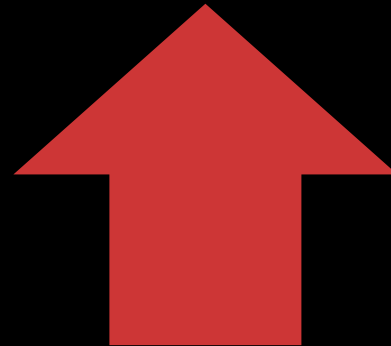
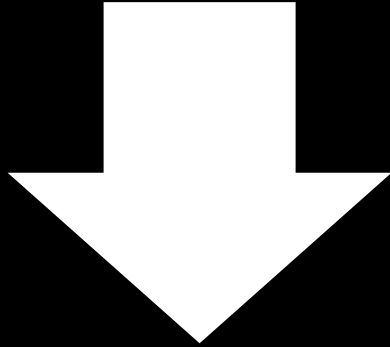
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Top Down



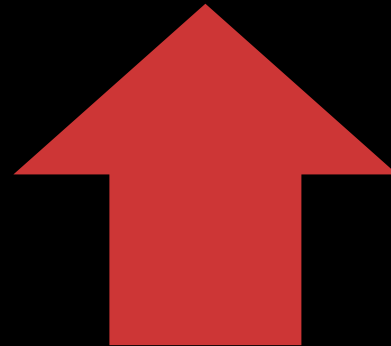
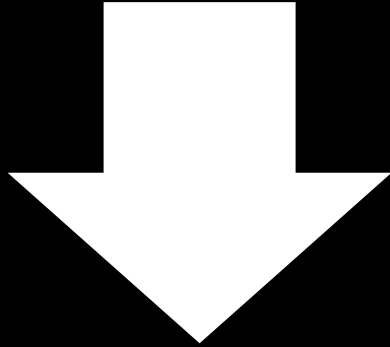
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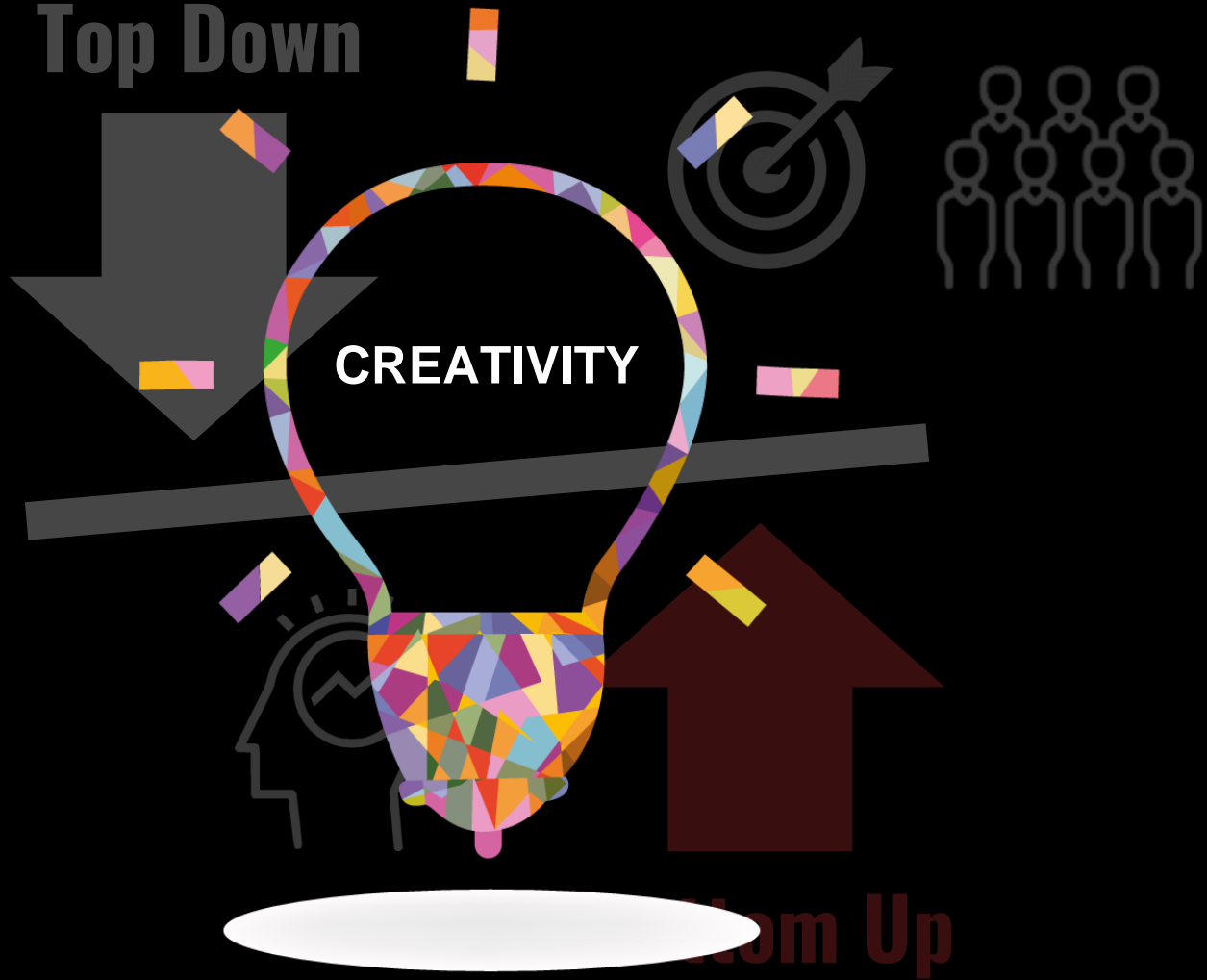
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Bottom Up

Top Down



PLAYER-CENTRIC BUSINESS AGILITY AT RIOT GAMES



WHY



WHAT



HOW



WAKE UP.
IT'S TIME TO
GRIND.

GYMQUOTES.CO

OUR **PLAYER-CENTRIC BUSINESS AGILITY** GRIND IS A JOURNEY



PERSISTENT EFFORT...



... NEVER-ENDING ...



A GROWTH MINDSET

OUR **PLAYER-CENTRIC BUSINESS AGILITY** GRIND IS A JOURNEY



PERSISTENT EFFORT...



... NEVER-ENDING ...



A GROWTH MINDSET

AND IS **DEFINED BY IDENTITY**

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better to be a player.



Customer-Centric Business Agility



BEING drives **DOING**

RIOT GAMES



Thank you

