



Bilibili Announces Three-Year Strategic Partnership with Riot Games for Live Broadcasting League of Legend Events in China

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SHANGHAI, China, Aug. 03, 2020 (GLOBE NEWSWIRE) -- Bilibili Inc. ("Bilibili" or the "Company") (Nasdaq: BILI), a leading online entertainment platform for young generations in China, today announced its strategic partnership with Riot Games, the developer of leading MOBA League of Legends, among others, for granting Bilibili a three-year exclusive license for live broadcasting the League of Legend Esports ("LoL Esports") global events (in Mandarin only), including the world-renowned *League of Legend World Championship*, Mid-Season Invitational, and All-Star Event in China beginning in 2020 through the 2023 Mid-Season Invitational.

To mark the 10th anniversary of the *League of Legend World Championship*, Bilibili will join forces with Riot Games to host various online and offline esports events, bringing the world renowned, global tournament to even broader audiences.

"We are excited to reach a strategic partnership with Riot Games," said Carly Lee, the Vice Chairwoman of the Board and COO of Bilibili. "Throughout the past decade, we have witnessed esports becoming mainstream and one of the most popular sports among China's young generations. As an internet company headquartered in Shanghai, we also look forward to helping the city strengthen its leading position in the global esports industry."

"We continuously look to share our tournaments to a wider fan base across different platforms, and we have full confidence in Bilibili to elevate this superb tournament to the next level," said John Needham, Global Head of Esports, Riot Games. "Our partnership with Bilibili opens us to new audiences by their immersive live-broadcasting experience. Moving into the next decade of LoL Esports, this strategic partnership further unlocks our potential to bring fresh content and chapters to the world's top professional players."

About Bilibili Inc.

Bilibili represents the iconic brand of online entertainment with a mission to enrich the everyday life of young generations in China. Bilibili is a full-spectrum online entertainment world covering a wide array of genres and media formats, including videos, live broadcasting and mobile games. Bilibili provides an immersive entertainment experience and high-quality content that caters to the evolving and diversified interests of its users and communities, and has built its platform based on the strong emotional connections of Bilibili's users to its content and communities.

For more information, please visit: <http://ir.bilibili.com>.

About Riot Games

Riot Games was founded in 2006 to develop, publish, and support the most player-focused games in the world. In 2009, Riot released its debut title *League of Legends*, played in the world and has since become a leading esports franchise.

As the esports industry enters its second decade, Riot continues to evolve the game while delivering in-world experiences to players with *VALORANT*, *League of Legends*, *Teamfight Tactics* in-progress titles while exploring the world of *RuneScape* through multi-media projects across music, comic books, TV and more. Founded by Brandon "Beck" and Marc Meriulla (Riot is headquartered in Los Angeles).

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, statements regarding the expected closing of the transaction in this announcement are or contain forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to, those included in Bilibili's filings with the SEC and in Tencent's filings with the Hong Kong Stock Exchange. All information provided in this press release is as of the date of this press release, and neither of Bilibili or Tencent undertakes any duty to update such information, except as required under applicable law.

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