



FC BARCELONA

BARÇA eSports

THE BLAUGRANA
CLUB JOINS
THE LEAGUE
OF LEGENDS

MÉS QUE UN CLUB

A CLEAR COMMIT- MENT TO eSPORTS

As part of their digital strategy, which FC Barcelona hopes will strengthen their connection with both members and the global fan base, the Club has taken a firm stride towards eSports. Two years ago, FCB launched its digital sports project with the same ambition as shown on the pitch: to become a significant player in this field. The objective was to build a leading division that would connect the Entity and its philosophy with new audiences, especially in markets that are not yet mature in terms of football but have a growing following and interest. At the same time, the club aims to carry the Barça brand forward in countries such as the United States and China.

In developing this project, the Club will remain faithful to the Barça values and will only participate in non-violent games, in line with its brand and all that it represents, at the same time as

promoting gender equality and a commitment to educating both the public and players.

Thus, the Club started this project by competing in a video game that comes most naturally to them: eFootball, a football simulation game, where it has been competing in the eFootball Pro category since 2018.

Subsequently, Barça edged itself into other not-so-football-related video games, such as Rocket League and Hearthstone, where the club has been competing since 2019 and 2020.

The Club is now taking a very important new step in its commitment to eSports, with its entry into the League of Legends, the real-time strategy and action game that currently has the largest number of fans and the best audience in the world.



BARÇA
eSports



League of Legends

League of Legends is a strategy game in which two teams of five players participate in a face off to see which one succeeds in a series of goals first.

As the game goes on, players can unlock and improve their skills and become stronger, while earning gold to buy more powerful items. Two essential factors for beating their opponents.

Barça will compete in the 2022 Superliga

The Superliga is the most important League of Legends competition in Spain and one of the best in Europe in terms of audience and talent.

They ended the most recent season, summer 2021, with nearly five million accumulated viewers and the best numbers in their history. In this sense, the competition exceeded the 2.6 million views, 39% more than a year ago. In fact, the grand final rose to 300,000 unique spectators, breaking the historical record of contestants with 73,596 spectators and achieving an Average Minute Audience of 43,191 spectators, 165% more than at the summer 2020 final.

The League of Legends Superliga will return in 2022, starting on January 10, and Blaugrana fans will be able to follow their team's matches online every Monday and Thursday from 6:00 p.m. (CET) and through television at UBE-AT.

The ten teams that will fight this season for the title of champion together with FC Barce-

lona will be BISONTEs CLUB, the team led by Ibai Llanos and Gerard Piqué, team Fnatic in collaboration with Team Queso, Vodafone Giants, Movistar Riders, MAD Lions Madrid, G2 Arctic, UCAM Deportes Club and Cream Real Betis.

On January 10, 2022, the new season of the competition will start, which will conclude with a renewed playoff format. Thus, the Super League will have a double elimination box (loser bracket). As in previous editions, the first two classified will reach the semi-finals, while the third in the sixth will have to compete to access the other two places. The change of this edition comes in the semi-finals, since the first and second of the general will face each other for a place in the final and the winner will directly access the match to win the league title. For their part, from third to sixth they will play each other in a direct elimination format, until only one remains. The team that remains undefeated will play against the loser of the match that had played the first and second place in the general classification. A

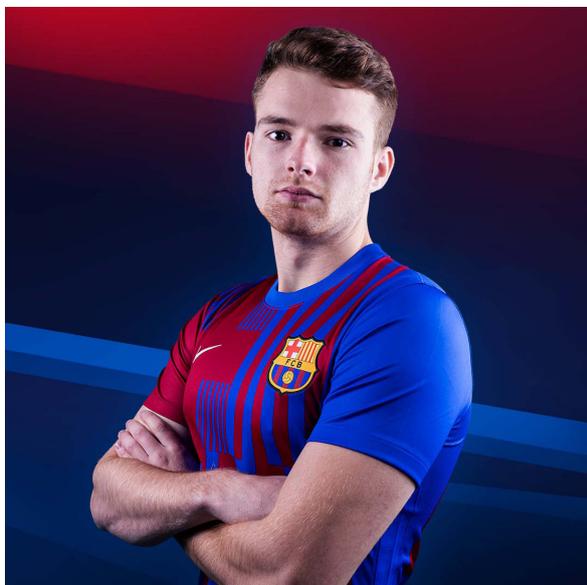


LEAGUE OF LEGENDS





Players of the League of Legends team



JAKUB 'DREEDY' VICENÍK

The 21-year-old Czech top laner has had a very fair year. He was crowned champion of the Superleague and Top 4 in the EU Masters Spring 2021 split with UCAM Murcia. As for the summer split, he made it through to the final of the Super League again, although he didn't claim the trophy this time, and also returned to the EU Masters, finishing in the Top 4.



DIMITAR 'LEBRON' KOSTADINOV

The Bulgarian-born player stood out during last season's 2021 Super League as one of the competition's top junglers, playing with Cream Real Betis, who he reached the final of the first split with and who also made it through to the play-offs of the second split, failing at the last hurdle against the reigning champions, the Vodafone Giants.



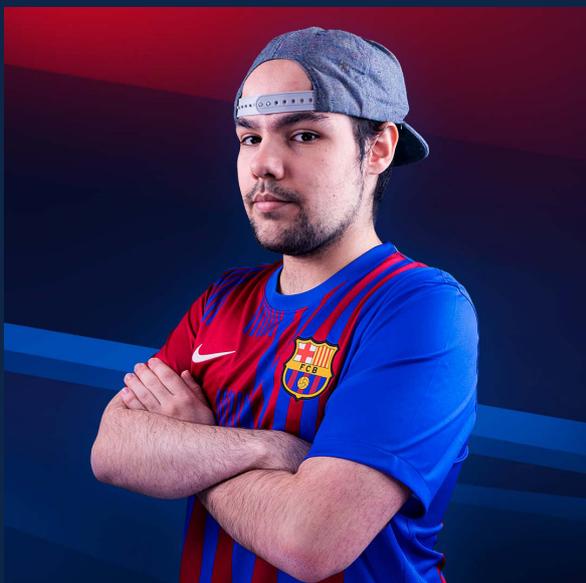
MIHAIL 'TWOHOYZRZ' PETKOV

This Bulgarian mid laner played a prominent role in the SK Gaming academy, to the point of even playing some of the maps during the summer split at the LEC alongside the first team. Mihail is set to play in the Super League for the first time, demonstrating his synergy with Lebron, a teammate and compatriot of his.



MATTHEW 'DEADLY' SMITH

The Brit returns to the SuperLeague after some time playing with the Excel academy. The shooter makes his return after previously playing for the Monkeyz and the Giants. During the spring split of the EU Masters tournament, he took second position next to his ex team, Excel, one of the most remarkable feats during his time with the British team, who he also shared the 2021 NLC trophy with.



LUCA 'LUCKY' SANTOS

The least known player in the roster already demonstrated his talent with Tricked Esport by winning the 2021 NLC summer split, proving himself to be more than ready to take on bot lane alongside Deadly. Thanks to his NLC win, he managed to get himself a place in the EU Masters, making the Top 12 in his first ever tournament.

Coaches of the League of Legends team



ALEJANDRO 'MAPACHE' PAREJO

Mapache has worked for the very best in European eSports clubs, such as Fnatic and G2 among others, where he gained extensive experience both as an analyst and coach. He spent last season with Cream Real Betis and this 2022, is set to be head coach at FC Barcelona.



MARTÍN 'MARTÍN' JIMÉNEZ

A teammate of Mapache during last season at the Cream Real Betis and with several years of experience in the sector under his belt, Martín is the new performance coach for the blaugrana team FC Barcelona, bringing his valued experience as a psychologist to get the very best out of each and every player.



Other Barça eSports teams

eFootball

FC Barcelona began its eSports path in the 2018-19 season with its participation in the first eFootball Pro, the international league of the eFootball PES video game developed by Konami and in which dedicated eSports teams belonging to professional football clubs parti-

cipate, such as Manchester United, Juventus or Arsenal.

Throughout its trajectory in this game, Barça has entered the play-offs in the three editions they have contested and been runner-up in Europe in the 2019-20 season.



Hearthstone

Rocket League was the second step made by Barça in eSports. The Club decided to enter the competitive video game scene in April 2019 with the creation of its own team in this game that combines soccer and cars. Specifically, it proposes a game dynamic that resembles football, but instead of the players it uses vehicles and a large ball.

Until today, FC Barcelona has competed in the RLCS, the European league, qualifying for two World Cups out of four possible and achieving a European runner-up in its first season in 2019.





Rocket League

In 2020, Hearthstone was the competitive video game chosen by FC Barcelona to continue expanding its presence in sports. In this case, the Club opted for this popular card and strategy game, in which it is played in turns one against one with the aim of overcoming the opponent.

In Hearthstone, Barça is the European champion and will play the World Cup on the weekend of December 17, 2021 with the player and representative of the Blaugrana Club, David "Frenetic" Neila.





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