Increasing The Odds
Founded by three brothers in 1999

UK’s largest independent Developer & Publisher

Based in Cambridge, England. A city renowned for its excellence in science and technologies

Currently 426 staff, consisting of the UK’s best designers, developers and technologists

Privately held and profitable since day one

Selected Awards:
Guinness Book of Records: Most Popular Free-to-play MMO, Golden Joystick, Times Fast Track 100, Develop Industry Excellence Winner..... to name a few!
Bigger than France & Germany combined

Stickier than toffee ice cream

More popular than Angelina Jolie

...and twice as big as Twitter
Industry leading platform & technology

Deftly blending Engineering & Creativity

... And successful despite no marketing
### Game Facts

- 120m all time active unique accounts
- 15m UU on our site monthly peaking at 1.2bn impressions
- 3 billion game messages each month
- More popular than Angelina Jolie on Yahoo (RS=5 = AJ 8)
- No 1 search term on Google for our Thanksgiving community event
- Second largest subscription MMO next to World of Warcraft

### Business Facts

- Highly scalable, robust, MMO platform. Global Infrastructure costs < £1m. Until last year, infrastructure was running exclusively on commodity P4 2.8Ghz purchased in 2003
- Cloud computing, virtualisation and high availability 8 years ahead of Enterprise Market
- Deft blend of art and engineering is a key ingredient in RuneScape’s success, founding principle of profits being a side effect of great game and platform.
- Viral Marketing and Organic growth have delivered 10 years of continued growth (First marketing employee started just 12 months ago)
How did we do it?
Leading the Way
Decision Making
Goals and Objectives
Our People and Culture
Leading the Way

Creating unfair advantages

Innovation ...... Lead not Follow
Decision Making

- Integrity

- Not being afraid to make the hard decisions

- Data Driven but trusting our instincts

- Change is a good thing
Goals and Objectives

Jagex Mission, Battle Plan and Values

- Engaged, energized teams
- Focused on delivering key projects
- Accountability
Our People and Culture

Who we are
- Passionate, driven, goal orientated team
- Team of 426

What we look for
- IQ over experience
- Passion for games
- Driven, innovative
- Integrity

Recruitment
- Undergraduate placement scheme
- ‘Home Grown’ talent
- Best of the Best

Reward and Recognition
- Company Performance Bonus
- Individual Performance Bonus
- Flash bonuses
- Milestone events and parties
- PDP
EXPERTISE
We are a brain driven company, we dream, innovate and deliver for gamers.

COMMERCIAL FOCUS
Everything we do is designed to help grow our studio, we make our efforts count.

AGILITY
We take advantage of opportunities with speed & vigour.

ACCOUNTABILITY
We thrive on owning outcomes and the empowerment that comes with it.

CAMARADERIE
We are stronger together, we help each other deliver our common goals no matter how big the obstacles.

LOVE WHAT YOU DO
We have passion for what we do and have fun on the way.

INTEGRITY
We do the right things for colleagues, partners and players.
Questions & Answers