

APEX

— LEGENDS™ —

MONETIZATION ANALYSIS



Monetization Analysis

Pick a F2P game and analyze its monetization systems :

Primary store, secondary store

Details of the model (microtransactions, services...)

Details of the offers (power, boosts, services...)

Structure of what can be purchased with SC/HC

Regulation mechanisms

Use of cognitive biases

Show me how smart you are by showing me how smart they were :)



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QUICK REMINDER



APEX LEGENDS is a FPS Battle Royal genre, and a **free to play** game released by Respawn Entertainment and Electronic Arts on February 2019.

Players total counts on February 2021 : 198,000 (dexerto.com)

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HOW ?



How Respawn and EA made their gambling monetization structure reliable for their free to play game: Apex Legends ?

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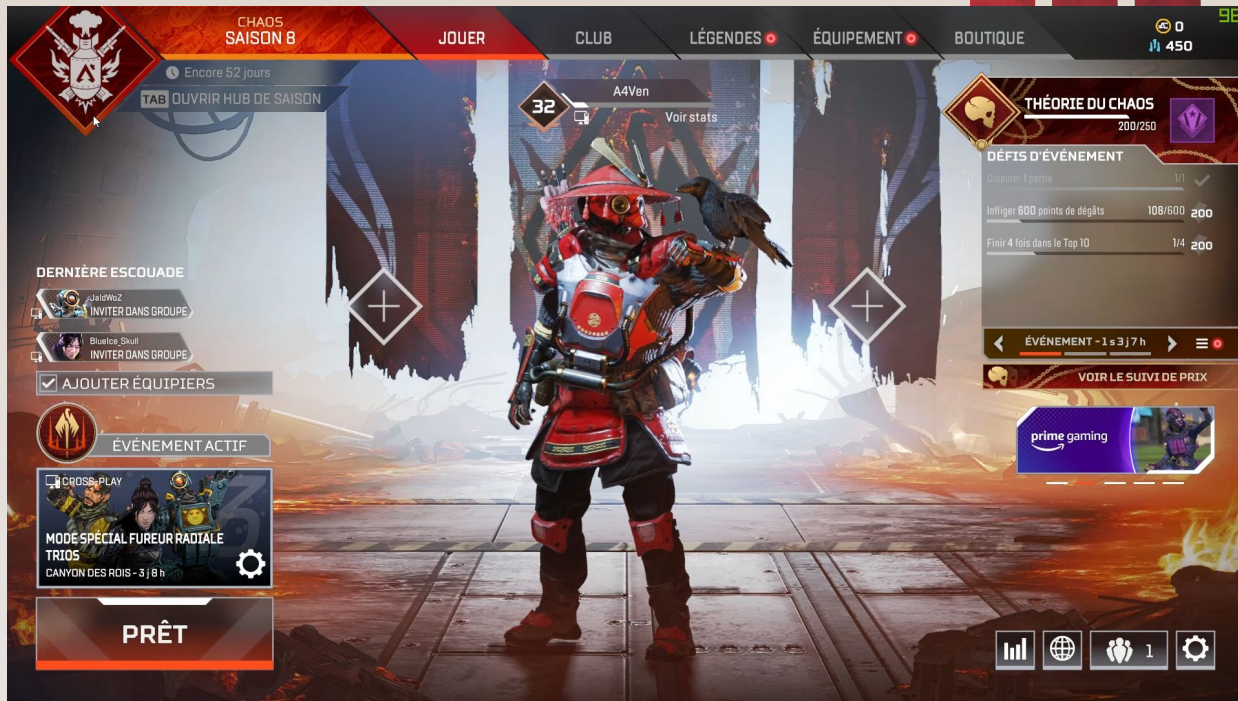
CPI



At the launch of the game, Respawn and EA paid Fortnite streamers to stream Apex Legends and promote the game to compete with Epic Games Fortnite.

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MAIN MENU INTERFACE ANALYSIS



Character is on the middle of the screen. You can fully see your **skin** and your friends ones when you are grouped.

On chronological tabs : Seasonal Events displays before the Play button.

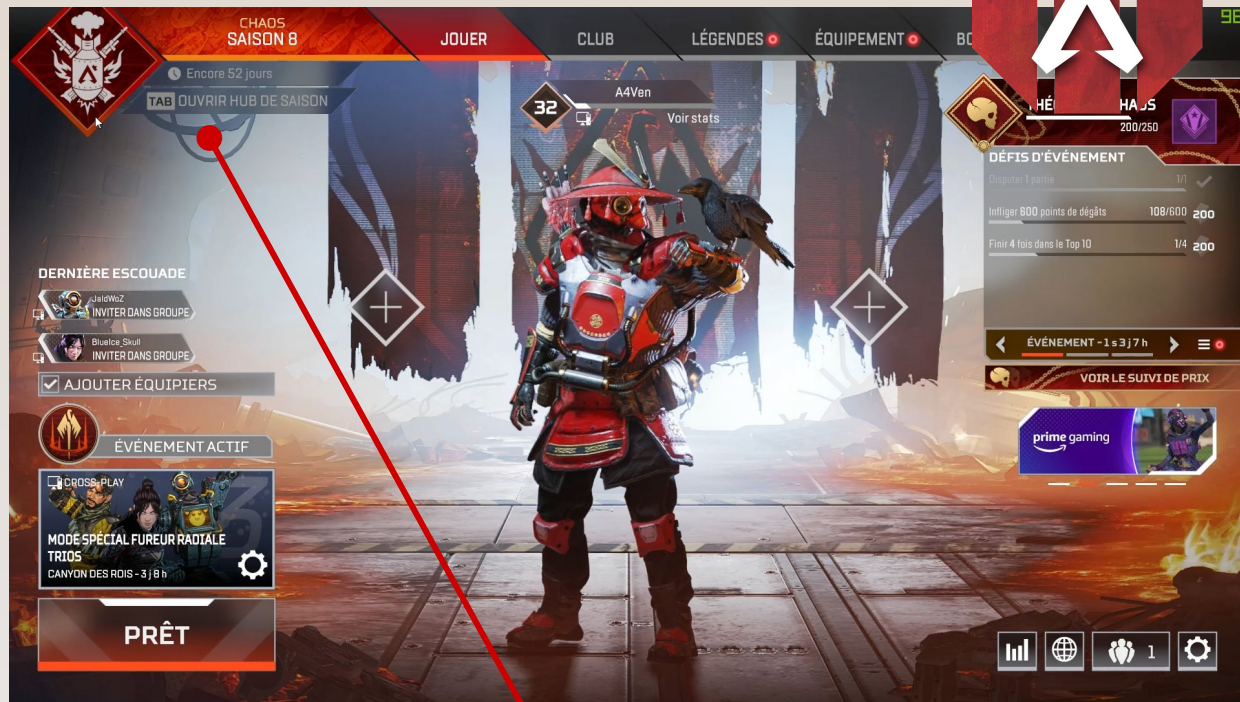
Store is located near by Legends and Equipments because you can essentially buy cosmetics in the Store.

Moreover, you can buy many items in the Store who aren't referred to the Seasonal Event.

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SEASONAL EVENT

WHAT IS THE “CHAOS” SEASON 8 EVENT ?



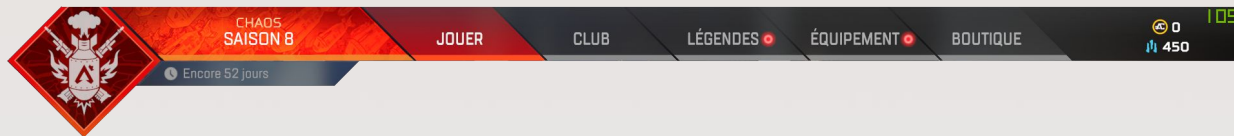
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SEASONAL EVENT UI/UX ANALYSIS



Well, in one hand we can see that even before entering the tab, we have the information that the event displays that 52 days are remaining. And unlike the other tabs, it has an input [TAB] attached to it.

Here, players launching the game and finding themselves within the main menu are already stressed by the time remaining to complete the seasonal event and have an input shortcut to have access to the Seasonal tab quickly.



Players are immediately attracted toward this hidden store.

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SEASONAL EVENT LOOTBOX COLLECTION

CHAOS SAISON 8

JOUER CLUB LÉGENDES ÉQUIPEMENT BOUTIQUE

COLLECTION OFFRES SPÉCIALES PASSE DE COMBAT BO DEFIS

DURÉE LIMITÉE

THÉORIE DU CHAOS
PACKS COLLECTION D'ÉVÈNEMENT
ENCORE 10 JOURS

CE PACK CONTIENT : PROBABILITÉ PAR OBJET

1 objet d'événement	50 % Légendaire, 50 % Épique
2 objets standard	10 % Légendaire, 20 % Épique, 70 % Rare

PLUS D'INFOS

ACHETER 1 PACK ACHETER 10 PACKS

APERÇU DU SET HÉRITAGE

0/24 débloqués

Débloquez gratuitement le set Héritage de Bangalore en terminant l'événement de collection Théorie du Chaos.

ESC Retour

PACK THÉORIE DU CHAOS

À ouvrir pour débloquer des objets relatifs à la collection.

Sélection d'objets standard : skins de Légende, skins d'arme, charmes d'arme, images de bannière, poses de bannière, suivis de stats, répliques, exécutions, holo-

OBJETS DE COLLECTION

The Collection Tab within the Seasonal "Chaos" Event tab looks like a Secondary store where players can buy cosmetics but far from it. In reality it's 60% a Primary store and 40% a Secondary one. We will see why afterwards.

Before speaking up about Stores, let's talk about the Apex currencies who are many :

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CURRENCIES



Get in lootbox 'Apex Pack' — HC/SC*

Get by leveling up
by playing the game SC

Get by buying within
the ingame Store HC

Get by complete the season
event challenges quests
while playing the game SC

Get by complete daily and
weekly challenges quests
while playing the game SC

Get in lootbox 'Apex Pack'

Exotic Currency (HC/SC)



FRAGMENTS HÉRITAGE

0/150 FRAGMENTS HÉRITAGE

Déloquent divers objets
dans la Boutique.



EUROS

Real Currency



MATIÈRES
PREMIÈRES

450

Déloquent des objets
cosmétiques.



JETONS
LÉGENDAIRES

16200

Déloquent Légendes et des
objets exclusifs.



PIÈCES APEX

0

Déloquent divers objets
dans la Boutique.

200

SEASON EVENT
POINTS



BATTLE PASS XP

FRAGMENTS HÉRITAGE

Les fragments Héritage servent à débloquer des armes de mêlée pour vos Légendes. Chaque pack Apex que vous ouvrez est susceptible de contenir un pack de fragments Héritage. Une fois que vous avez toutes les armes de mêlée disponibles, les packs Apex ne vous octroient plus de fragments Héritage.

ESC FERMER

*HC/SC : Hard Currency / Soft Currency

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SC/HC CURRENCIES

We saw that we have Hard Currency buyable with in real life money.

Currencies that are obtained by playing the game achieving some daily, weekly and event quests challenges or simply leveling up.

And finally currencies that are obtained by opening loot boxes :

- Raw Materials 🏗️
- Heirloom Fragments 🏺



To me, those currencies (🏗️ / 🏺) are Soft Currency and Hard Currency because they are delivered by opening **standard loot boxes** which you can buy with a Hard Currency (Apex Coins 🪙) [More details on Slide 50] or simply playing the game and obtain a loot box each time you are leveling up.

It could had been referred to a Time currency but in fact not because loot boxes are unlocked depending on your own self leveling progression.

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STANDARD LOOTBOXES

PACK APEX COSMÉTIQUE

Contient 3 objets des catégories suivantes :

- ◆ Skins arme
- ◆ Skins Légende
- ◆ Exécutions Légende
- ◆ Images bannière
- ◆ Poses bannière
- ◆ Suivis de stats bannière
- ◆ Répliques
- ◆ Holo-sprays
- ◆ Matières premières
- ◆ Charmes d'arme


Probabilité d'AU MOINS un :

- ◆ Objet rare ou mieux : 100 %
- ◆ Objet épique ou mieux : 24,8 %
- ◆ Objet légendaire : 7,4 %


Fonctionnalités additionnelles :

- ◆ Vous garantit au moins un objet légendaire tous les 30 packs
- ◆ Aucun cosmétique en double

ACHETER




1 pour  100

ACHETER

10 pour  1.000



PACKS APEX
REstant(E)(S)

Apex Pack are standard loot boxes. You can buy them with Hard Currency: **Apex Coins**  or playing the game and receive (each time you're leveling up) an Apex Pack. Apex Pack gives cosmetics items and currencies: **Raw Materials**  and **Heirloom Fragments** .

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SEASONAL EVENT LOOTBOX COLLECTION



The collection tab within the Seasonal 'Chaos' Event is mostly a **Primary Store** hidden behind a specific loot box :

We will see how the UI linked to those Collection loot boxes are defined and why.

Moreover the opening animation is juicy, players can make some case opening session and promote the boxes.

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SEASONAL EVENT LOOTBOXES

PACK THÉORIE DU CHAOS

À ouvrir pour débloquer des objets relatifs à la collection.

Sélection d'objets standard : skins de Légende, skins d'arme, charmes d'arme, images de bannière, poses de bannière, suivis de stats, répliques, exécutions, holo-



THÉORIE DU CHAOS
PACKS ÉVÉNEMENT



ÉVÉNEMENT DE COLLECTION THÉORIE DU CHAOS

- ♦ **OBJETS COSMÉTIQUES D'ÉVÉNEMENT** : Les 24 objets cosmétiques du pack de collection Théorie du Chaos sont limités à l'événement. Ces objets reviendront peut-être lors de futurs événements ou offres.
- ♦ **AUCUN DOUBLON DANS LES OBJETS D'ÉVÉNEMENT** : Vous avez la garantie d'obtenir l'ensemble des 24 objets cosmétiques exclusifs à l'événement Théorie du Chaos si vous ouvrez les 24 packs de collection Théorie du Chaos.
- ♦ **DÉBLOCAGE DIRECT** : Au cours de l'événement Théorie du Chaos, l'ensemble des 24 objets cosmétiques exclusifs à l'événement sont également accessibles sous la forme d'un déblocage direct.
- ♦ **APERÇU DU SET HÉRITAGE DE BANGALORE** : Le set Héritage de Bangalore peut uniquement être débloqué pendant l'événement Théorie du Chaos directement après avoir obtenu et débloqué l'ensemble des 24 objets cosmétiques exclusifs à l'événement, sans coût additionnel. Le set Héritage de Bangalore sera inclus dans les packs Apex à la fin de l'événement. Les ouvertures de packs Apex ne sont prises en compte dans la limite de 500 packs pour le set bonus Héritage que si un set Héritage éligible est disponible dans le butin des packs Apex.



Apex Collection Event Packs (ACEPs) are linked to each Apex season. They deliver cosmetics items such as weapons & characters skins, banners, killing animations, etc.

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SEASONAL EVENT LOOTBOXES

DURÉE LIMITÉE

THÉORIE DU CHAOS

PACKS COLLECTION D'ÉVÉNEMENT

ENCORE 10 JOURS



CE PACK CONTIENT :

PROBABILITÉ PAR OBJET

1 objet d'événement

50 % **Légendaire**, 50 % **Épique**

2 objets standard

10 % **Légendaire**, 20 % **Épique**,
70 % **Rare**

PLUS D'INFOS

ACHETER
1 PACK

ACHETER
10 PACKS

DÉBLOCAGE

Pack de collection Théorie du Chaos

Épique


Obtenir pièces APEX

700

ESC ANNULER

OBJETS DE COLLECTION



ACEPs are unlockable only with a Hard Currency: **Apex Coins** .

They are set on a limited time event (here 10 days are remaining).

Those packs deliver 24 cosmetic items. To be sure to obtain the 24 items you can buy 24 **ACE Packs**.

♦ **AUCUN DOUBLON DANS LES OBJETS D'ÉVÉNEMENT** : Vous avez la garantie d'obtenir l'ensemble des **24** objets cosmétiques exclusifs à l'événement Théorie du Chaos si vous ouvrez les **24** packs de collection Théorie du Chaos.

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SEASONAL EVENT STORE

OBJETS DE COLLECTION





WATTSON
SKIN

Bleu électrique
ÉPIQUE

DÉBLOQUER AVEC :
PACKS THÉORIE DU CHAOS
OU

ACHETER
1.000 ou 800

Zoomer Faire tourner

Collection items are unlockable thanks to **ACEPs** but are also unlockable with currencies: Hard Currency - Apex Coins  and a Hard & Soft Currency - Raw Materials .

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SEASONAL EVENT STORE

We just saw that we could buy items (located in the Collection tab of the Seasonal 'Chaos' Event tab) with Raw Materials (HC/SC).



So the Collection Tab isn't fully a Primary Store but it is mostly.

Moreover, players have (here) 10 days remaining to buy loot boxes before another event starts during the Season 8. Again, it stresses players and push them to buy.



On the UI, the Collection lootbox is tagged by the mention 'BUY', which is not the case for the Collection Objects tab. If players aren't drive by their curiosity they could think that only loot boxes are buyable here.

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— LEGENDS™ —

SEASONAL EVENT STORE

APERÇU DU SET HÉRITAGE



0/24 débloqués

Débloquez gratuitement le set Héritage de Bangalore en terminant l'événement de collection Théorie du Chaos.



♦ **APERÇU DU SET HÉRITAGE DE BANGALORE** : Le set Héritage de Bangalore peut uniquement être débloqué pendant l'événement Théorie du Chaos directement après avoir obtenu et débloqué l'ensemble des **24** objets cosmétiques exclusifs à l'événement, sans coût additionnel. Le set Héritage de Bangalore sera inclus dans les packs Apex à la fin de l'événement. Les ouvertures de packs Apex ne sont prises en compte dans la limite de **500** packs pour le set bonus Héritage que si un set Héritage éligible est disponible dans le butin des packs Apex.

In the end, a rare item is unlockable if players previously unlocked all of the 24 items available during the 'Chaos' Seasonal event. It pushes players to have items and buy loot boxes with Apex Coins (HCC)



BANGALORE
SKIN ARME DE MÊLÉE

Acier froid
HÉRITAGE

Zoomer

Faire tourner

APEX — LEGENDS™ —


SEASONAL
EVENT
LOOTBOX COLLECTION

CONCLUSION

To conclude on this Collection Tab, EA and Respawn add seasonal contents related to the actual Season (here S8).









It pushes players to return to the game or still play it to unlock new cosmetics.

This content is available through loot boxes which are unlockable with Hard Currency (Apex Coins ) (buyable in game) [more details on Slide 50].

Moreover this content is available during a limited time and isn't guaranteed that it could reappear later :

♦ **OBJETS COSMÉTIQUES D'ÉVÉNEMENT** : Les 24 objets cosmétiques du pack de collection Théorie du Chaos sont limités à l'événement. Ces objets reviendront peut-être lors de futurs événements ou offres.

This Collection Tab has some 'buy' button near the loot boxes UI to engage players to buy it. Which is not the case for the Collection Objects still buyable with HC (Apex Coins ) and HC/SC (Raw Materials ). The  are obtained in standard loot boxes, players can farm the game to receive standard loot boxes (which is super slow) or buy standard loot boxes with  to receive  and then buy the 24 special cosmetics before the end of the event. Or they can buy directly Collection loot boxes with .



APEX — LEGENDS™ —

SEASONAL
EVENT
LOOTBOX COLLECTION

CONCLUSION


And then players bought Collection Pack (**ACEPs**), they finish to unlock a Special item which is limited by time.



Players who really want this item quickly are engage to buy Collection loot boxes with  because buying the 24 special items with  is too long, having in mind that the event is limited on time.

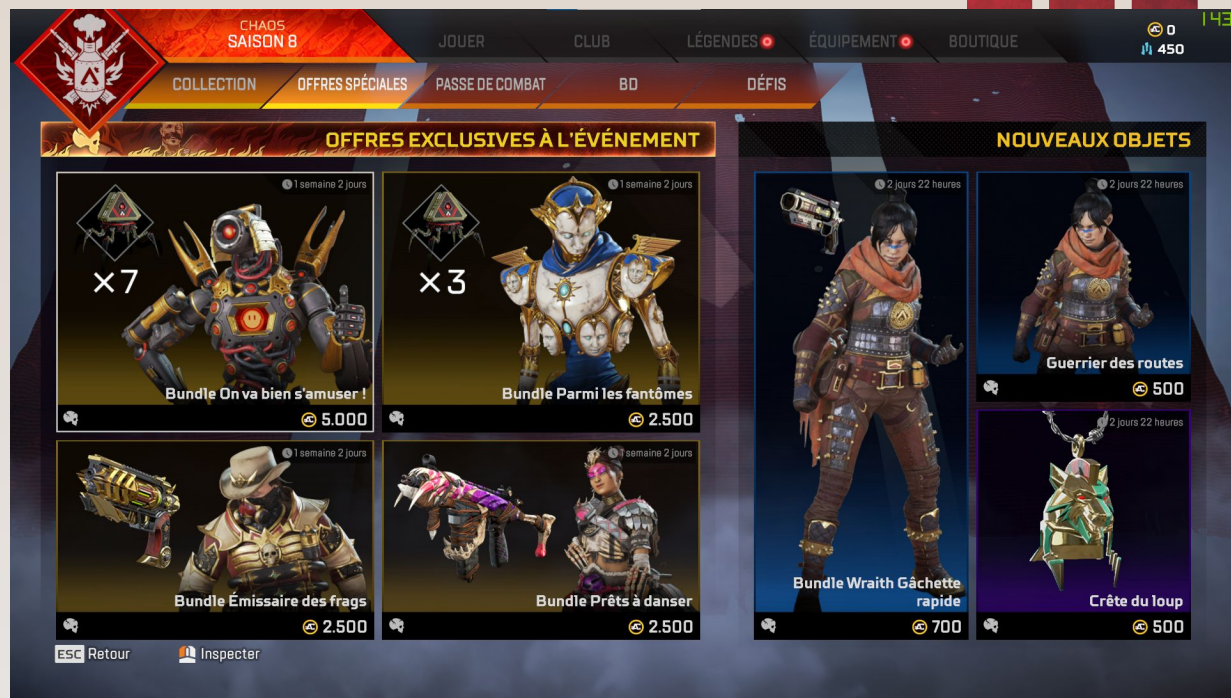
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♦ **AUCUN DOUBLON DANS LES OBJETS D'ÉVÉNEMENT** : Vous avez la garantie d'obtenir l'ensemble des **24** objets cosmétiques exclusifs à l'événement Théorie du Chaos si vous ouvrez les **24** packs de collection Théorie du Chaos.


In all cases, everything is set to engage the player to buy HC .

APEX — LEGENDS™ —

SEASONAL EVENT SPECIAL OFFERS

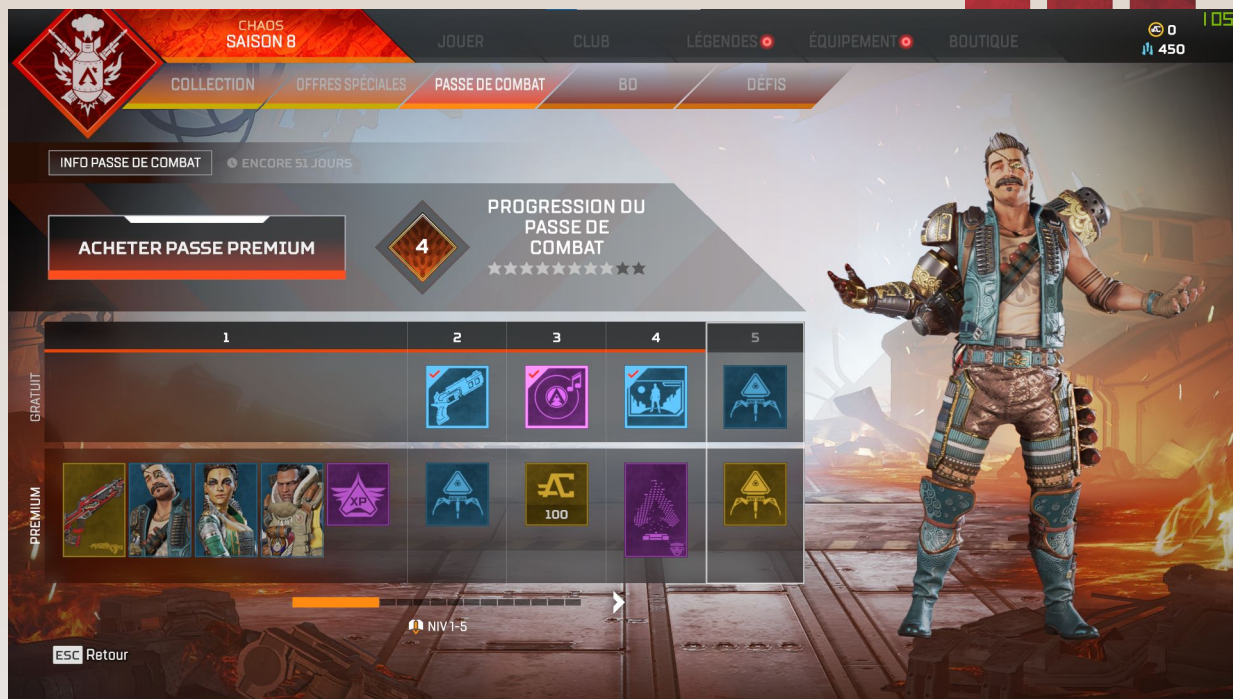


The Special Offers within the Seasonal “Chaos” Event tab is a Primary Store where players can buy bundles (cosmetics and Collection loot boxes) within a limited amount of time.

As seen previously, it engages players to buy **Apex Coins** .

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SEASONAL EVENT BATTLE PASS



The Battle Pass within the Seasonal “Chaos” Event tab is a Primary Store where players can buy a pass allowing them to unlock special items during their progression.

You mustn't buy the Battle Pass to receive awards. You can receive free rewards along your progression through the Season. But the Premium Battle Pass rewards will be more rewarding than basic ones.

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SEASONAL EVENT BATTLE PASS



CHAOS

Achetez votre Passe de combat pour 950 pièces Apex et gagnez en niveau pour recevoir :

- 1 000 pièces Apex et 1 200 matières premières
- 1 pack Apex avec un objet **légendaire** garanti
- 1 pack Apex avec un objet **épique** garanti
- 12 packs Apex avec un objet **rare** garanti
- 2 skins de personnage **légendaires** exclusifs (Bangalore & Lifeline)
- 4 skins de personnage **rare**s exclusifs
- 2 skins d'arme **légendaires** réactifs pour le Longbow
- 1 skin d'arme **légendaire** exclusif pour le Flatline
- 1 skin d'arme **épique** exclusif pour le Répéteur 30-30
- 25 skins d'arme **rare**s exclusifs
- 5 emotes de chute libre **épiques** et exclusives
- 5 charmes d'arme **épiques** et exclusifs
- 10 images de bannière exclusives
- 10 écrans de chargement exclusifs
- 11 répliques de frag exclusives et 2 packs musicaux exclusifs
- 10 holo-sprays exclusifs

ESC Retour

SAISON 8
PASSE DE COMBAT



PASSE DE COMBAT
3 skins exclusifs de personnage
Skin légendaire exclusif pour Flatline.

950



BUNDLE PASSE DE COMBAT
3 skins exclusifs de personnage
Skin légendaire exclusif pour Flatline
25 niveaux de Passe de combat

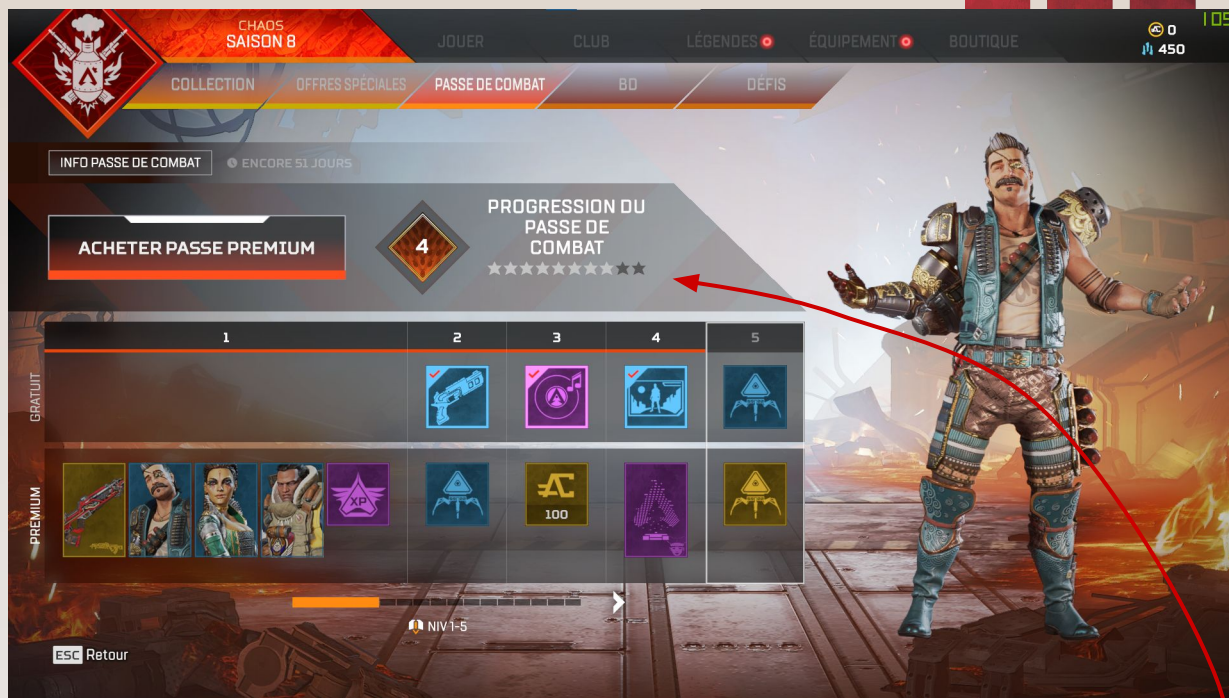
4.700


2.800

The Premium Battle Pass offers 2 bundles.
One unlocking the Premium Battle Pass, and another more expensive offering 25 Battle Pass levels directly after the purchase.

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SEASONAL EVENT BATTLE PASS PROGRESSION



The Premium Battle Pass offers 2 rewards each level reached. There is 110 levels in total who can be completed along the season. The Battle Pass stops with the end of the season, it engages players to play the game to receive their booty before the season's end. To pass levels throughout the Battle Pass you have to unlock Battle Pass Experience , themselves unlockable by achieving daily and weekly quests challenges.

APEX — LEGENDS™ —

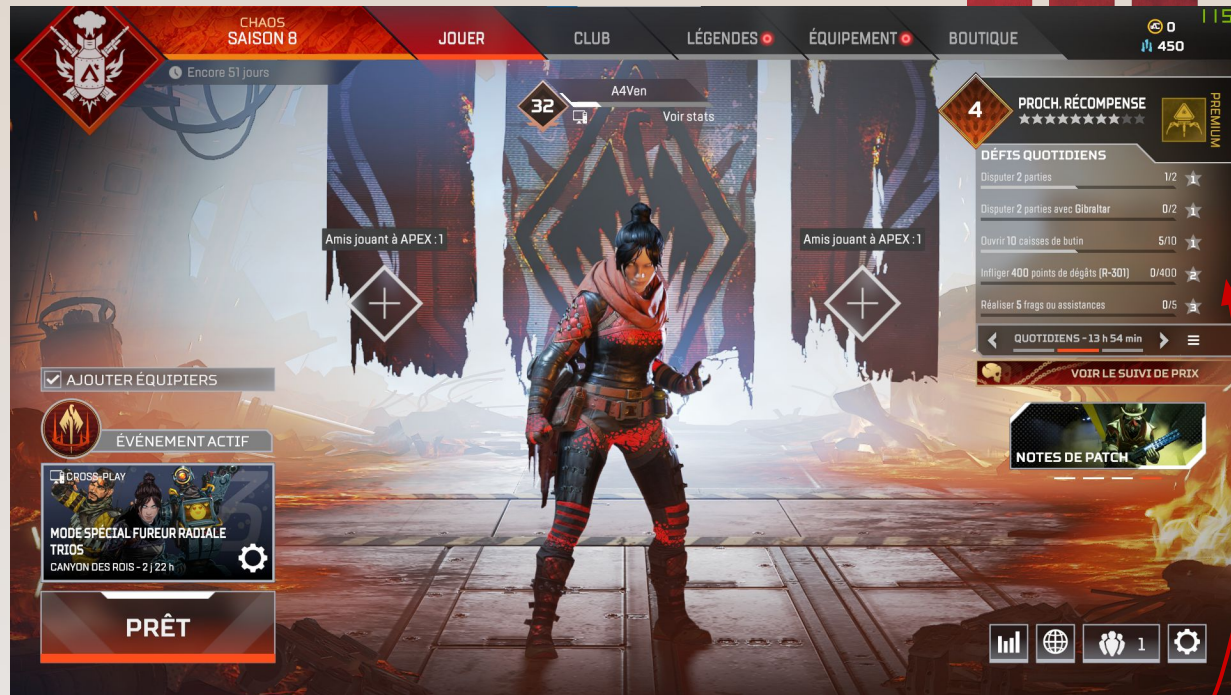
SEASONAL EVENT BATTLE PASS PROGRESSION & DAILY QUESTS



The daily quests challenges are limited in time. It pushes players to play the game and progress throughout the Battle Pass, unlocking new items and so on feeding the addiction to the Pass to push players buying the next one on the next season.

APEX — LEGENDS —

SEASONAL EVENT BATTLE PASS ON UI MENU



There is daily, weekly and event quests challenges resume in the main menu, reminding directly players where they stop their Battle Pass progression, what they will unlock and their BP level. On the top of the screen, there is how many days are left before the end of the season and so the end of the Battle Pass.

APEX

— LEGENDS™ —

SEASONAL
EVENT
BATTLE PASS
PROGRESSION & DAILY /
WEEKLY QUESTS

4

PROCH. RÉCOMPENSE

★★★★★★★★★★

PREMIUM

DÉFIS QUOTIDIENS

Disputer 2 parties	1/2	★1
Disputer 2 parties avec Gibraltar	0/2	★1
Ouvrir 10 caisses de butin	5/10	★1
Infliger 400 points de dégâts (R-301)	0/400	★2
Réaliser 5 frags ou assistances	0/5	★3

◀

QUOTIDIENS - 14 h 08 min

▶

≡

VOIR LE SUIVI DE PRIX

4

PROCH. RÉCOMPENSE

★★★★★★★★★★

PREMIUM

DÉFIS HEBDOMADAIRES

u Rampart - Infliger 5000 po	4965/5000	★10
Trouver 50 objets épiques	38/50	★2
Réussir 25 tirs à la tête	16/25	★2
Finir 5 fois dans le Top 5	3/5	★2
Réussir 25 tirs à la tête	13/25	★2

◀

TOP HEBDOMADAIRE

▶

≡

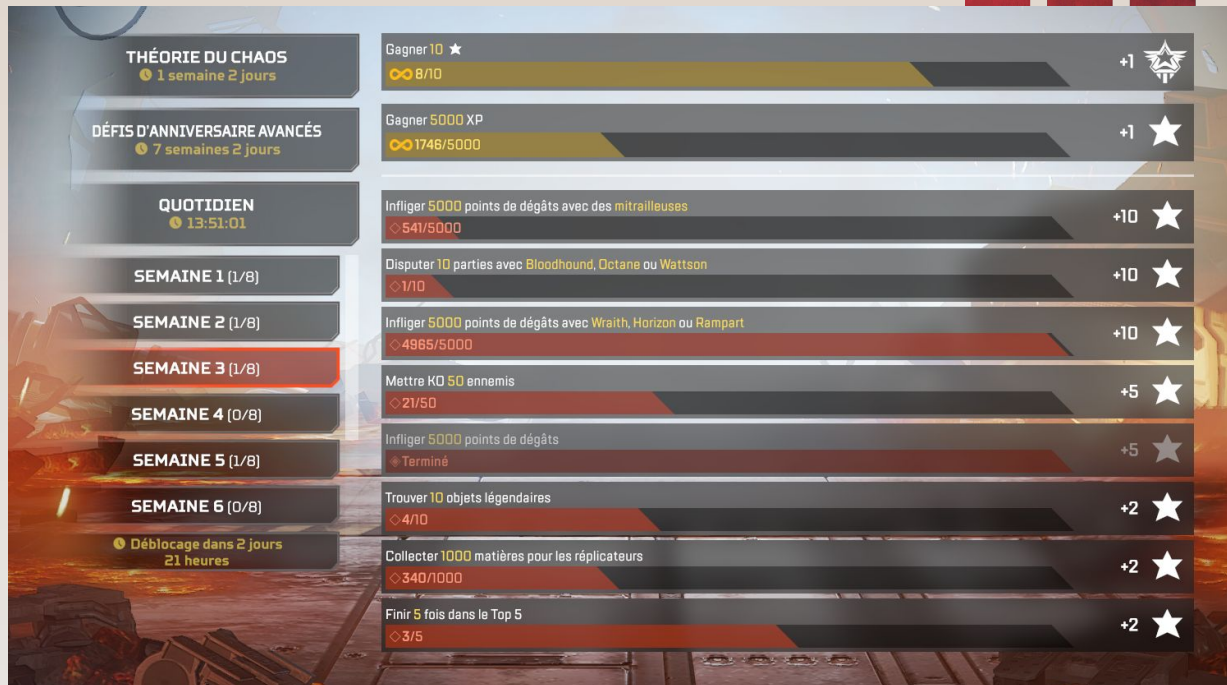
VOIR LE SUIVI DE PRIX

There is many ways to achieve Daily and Weekly quests challenges to leveling up through the Battle Pass :

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SEASONAL
EVENT
BATTLE PASS
PROGRESSION & DAILY /
WEEKLY QUESTS

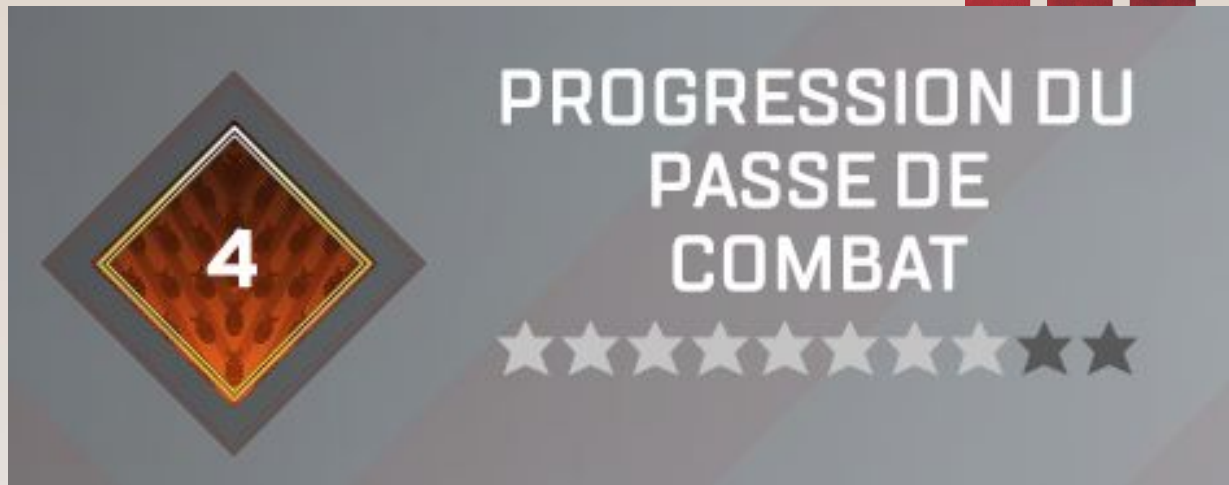


There is daily and weekly quests challenges from the past weeks you can complete.

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SEASONAL EVENT BATTLE PASS PROGRESSION & DAILY / WEEKLY QUESTS



In conclusion, there is many ways to complete your Battle Pass progression with Daily and Weekly quests challenges.

I will not speak about the Battle Pass “philosophy” because it had been referred many time yet.

But it has the goal to push players to buy the pass to have rewards, in comparison to all the hard work we (as players) are putting in the game by playing it.

Without forgetting the trend it has on players brains in a society where everyone want to be like everyones.

APEX — LEGENDS™ —

SEASONAL EVENT

BD / TREASURE PACK




Still in the Seasonal 'Chaos' Event Tab, there is a place where we can unlock Treasure Pack. Those packs are findable in game by playing Apex Legends.

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SEASONAL EVENT BD / TREASURE PACK



We can choose how many Treasure Packs (we previously missed) we want to unlocked. We can unlocked one Treasure Pack per day by playing the game. Here it is unlockable by exchanging for **Apex Coins** .



APEX — LEGENDS™ —

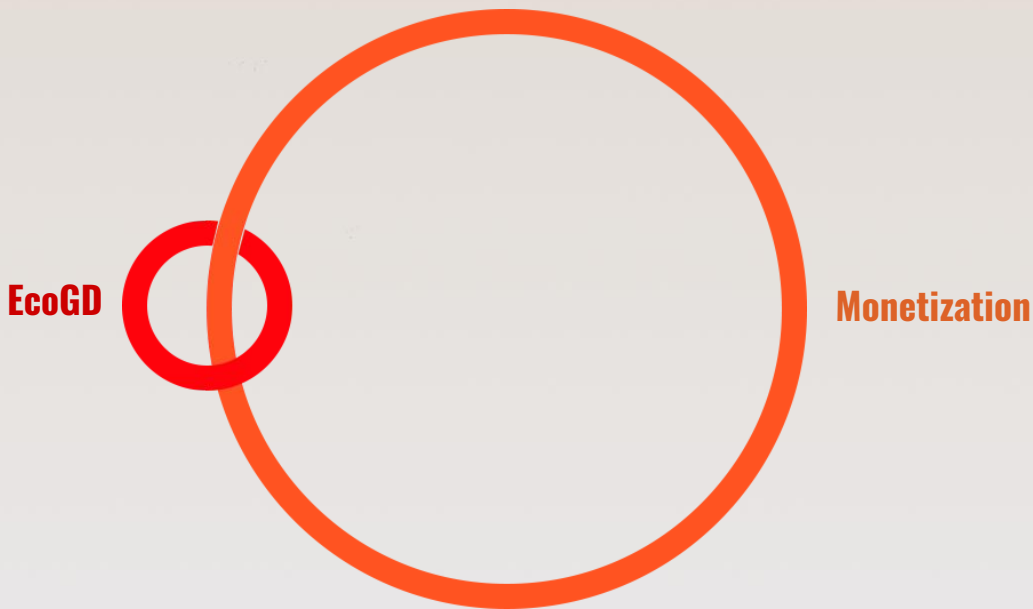
SEASONAL EVENT

ECO GD - MONETIZATION

Treasure Pack system allow the game to confront the Economic Game Design to its Monetization.

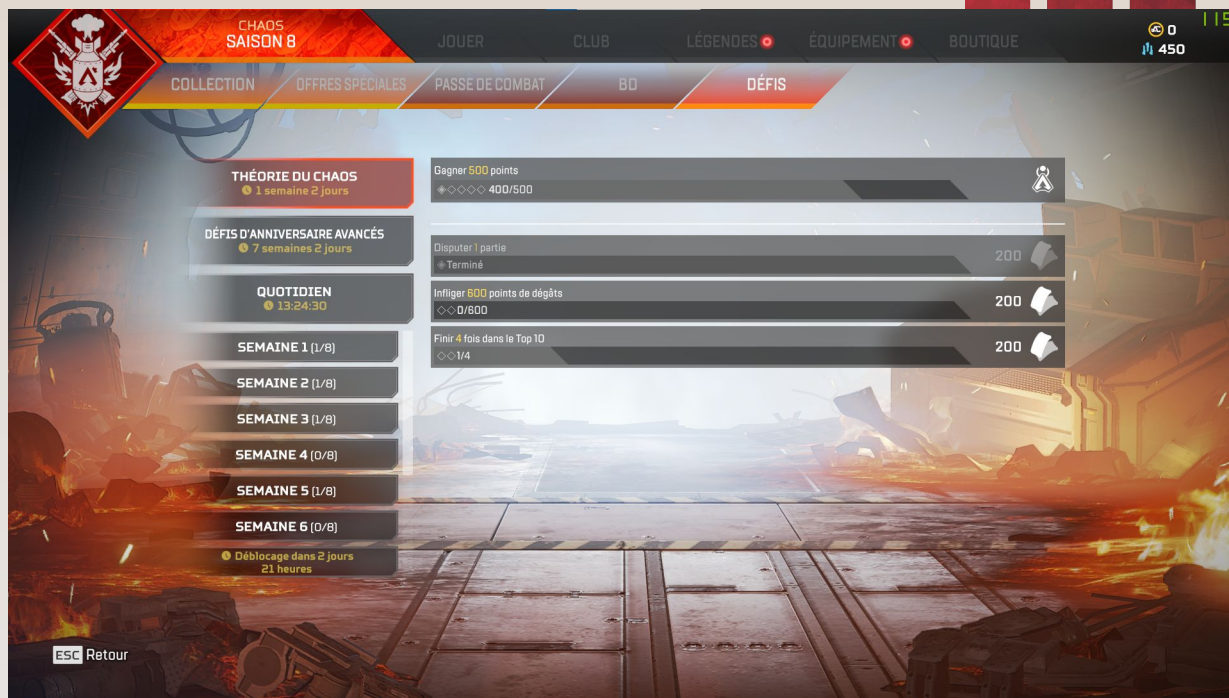


We have a resource in game we can take and have cosmetics.
And in the other hand we can buy the missing ones with currency.



APEX — LEGENDS —

SEASONAL EVENT CHALLENGES



Apex Legends challenges system are related to Battle Pass.

[For more details see previous Slides : 23 to 28
And upcoming Slides: 36 to 38]



SEASONAL EVENT CONCLUSION

To conclude on :

WHAT IS THE “**CHAOS**” **SEASON 8 EVENT** ?



It's a Primary Store : the collection event tab is a store where players can buy Collection loot boxes to unlock 24 different items to unlock a special items within a time remaining.

Then we have a bundle store still with some time remaining.

A Premium Battle Pass feeded by Daily, Weekly and Events quests challenges to remind players that they have to unlock Battle Pass items in a time remaining



A cross EcoGD to Monetization to engage players to play the game and find Treasure Pack (cosmetics and loot boxes) if not they can purchase HC to unlock the missed ones before the end of the season and so a time remaining.

And a tab dedicated to display the Quest Challenges to reminder again the player where it is in its Battle Pass progression.

APEX — LEGENDS™ —

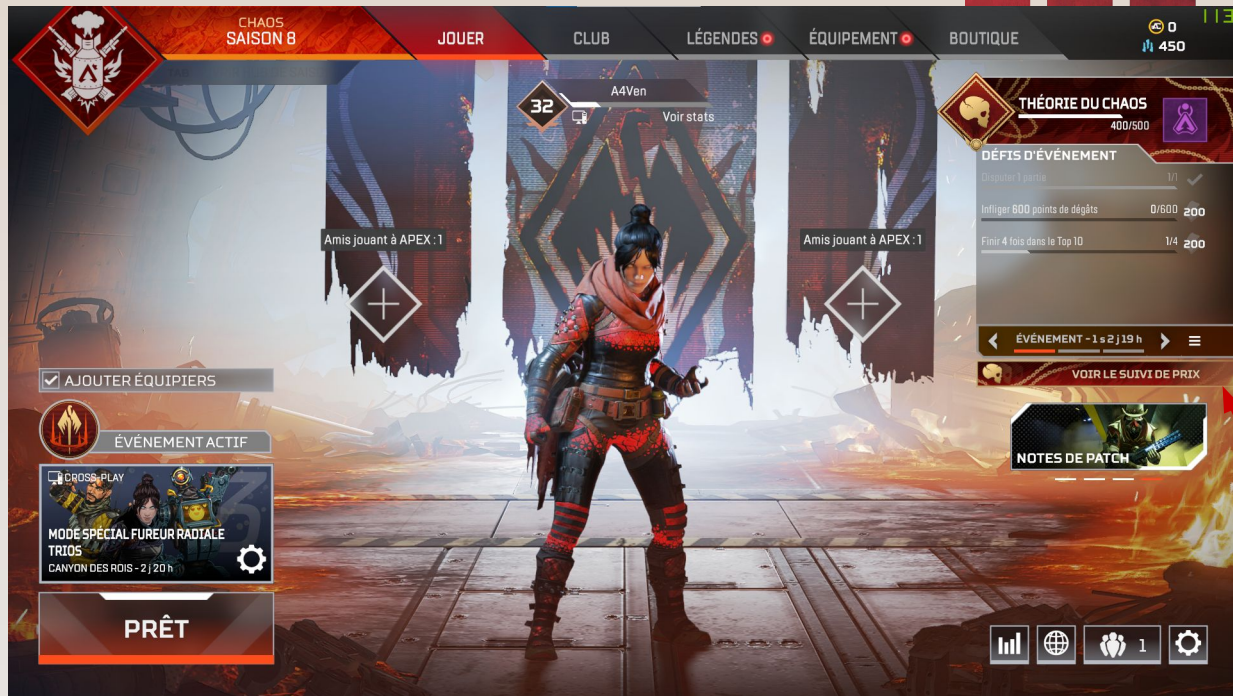
SEASONAL EVENT CONCLUSION



So with this Seasonal Event (who appears many times during an Apex Legends season but each time different) Electronic Arts and Respawn Entertainment offers to the players several contents. Contents who are unlockable mostly with HC Apex Coins . Still unlockable with HC/SC  but those Raw Materials are so long to farm that players in front of the Seasonal event Countdown have the unique option to buy their favorite cosmetics with HC and so in real life money before the cosmetics disappear with the end of the season.

APEX — LEGENDS™ —

EVENT PASS



In addition to the Premium Battle Pass and the Free Battle Pass, Apex Legends has a special Battle Pass like linked to the Season Event (here named 'Chaos').

APEX — LEGENDS™ —

EVENT PASS CURRENCY

THÉORIE DU CHAOS
🕒 1 semaine 2 jours

DÉFIS D'ANNIVERSAIRE AVANCÉS
🕒 7 semaines 2 jours

QUOTIDIEN
🕒 12:16:02

SEMAINE 1 (1/8)

SEMAINE 2 (1/8)

SEMAINE 3 (1/8)

SEMAINE 4 (0/8)

SEMAINE 5 (1/8)

SEMAINE 6 (0/8)

🕒 Déblocage dans 2 jours
20 heures

Gagner **500** points
◆◆◆◆ 400/500

Disputer 1 partie
◆ Terminé 200

Infliger **600** points de dégâts
◆◆ 0/600 200

Finir **4** fois dans le Top 10
◆◆ 1/4 200

THÉORIE DU CHAOS
400/500

DÉFIS D'ÉVÉNEMENT


Disputer 1 partie 1/1 ✓

Infliger 600 points de dégâts 0/600 200

Finir 4 fois dans le Top 10 1/4 200

← ÉVÉNEMENT - 1s2j19h → ☰

VOIR LE SUIVI DE PRIX

As the Premium and the Free Battle Pass which we can progress through it thanks to Daily and Weekly Quests Challenges, here we still have some Quests Challenges who allow us to earn a new currency: the Season Event Points .

APEX — LEGENDS™ —

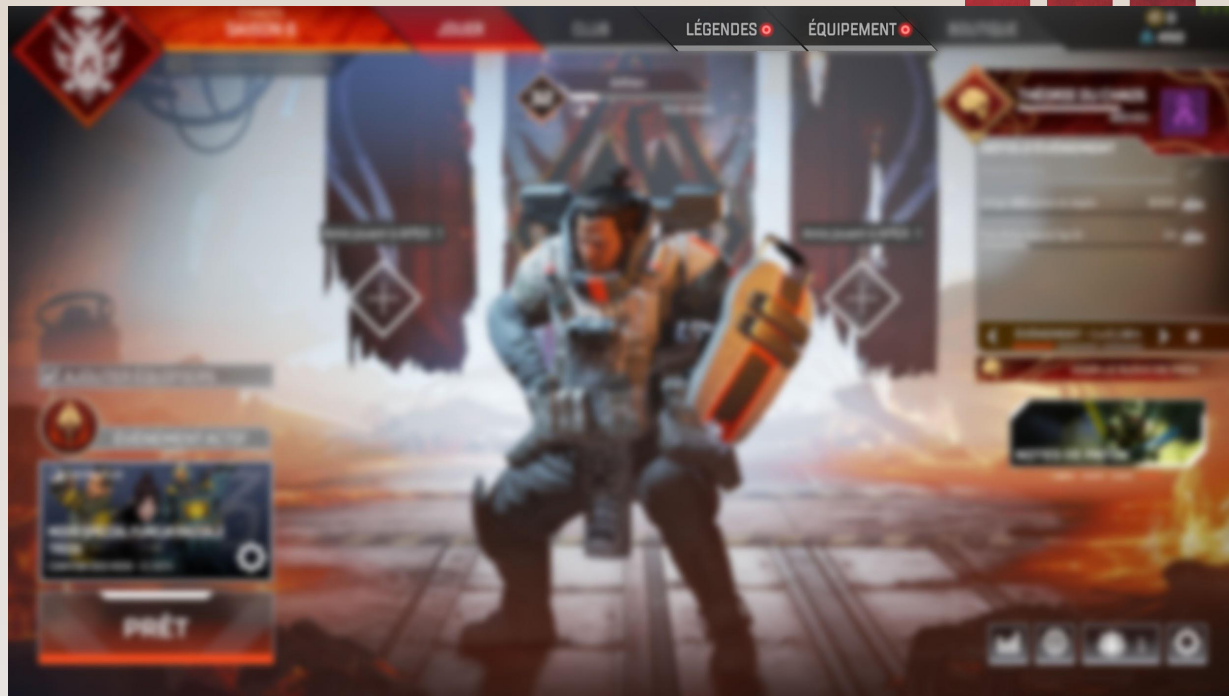
EVENT PASS



Playing the game by achieving the Events Quests Challenges offer to players the possibility to earn cosmetics they can only earn here such as banners or legendary skins who are not purchasable with any form of HC. Developers considers players who can't afford HC and letting them the possibility to earn Legendary items by playing the game achieving quests challenges without putting any cents into the game.

APEX — LEGENDS™ —

SECONDARY STORE



Legends and Equipment Tab are Secondary Store. They refer to Characters customization.

Every items are buyable with **Raw Materials** 11(HC/SC).

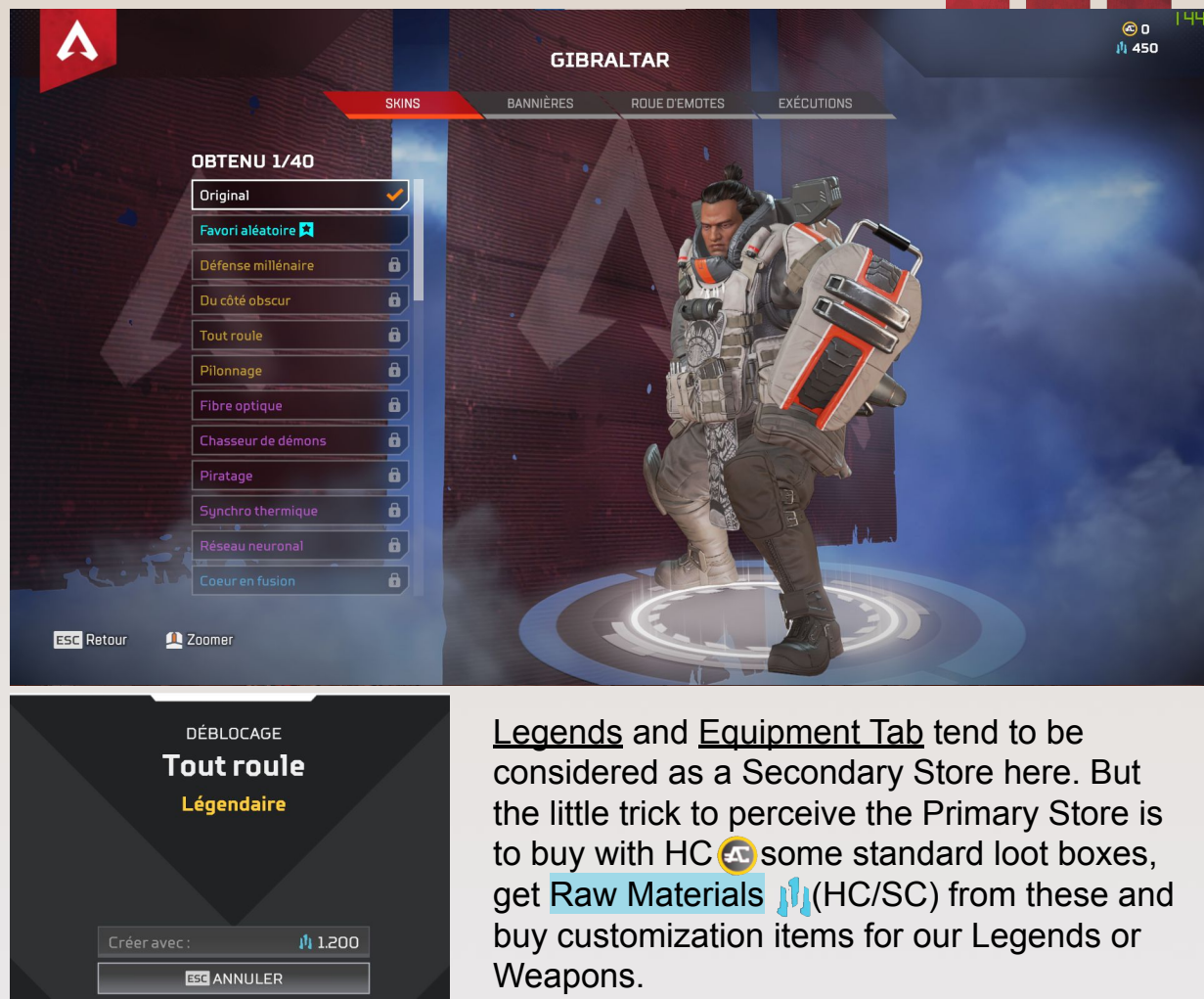
APEX — LEGENDS™ —



SECONDARY STORE



APEX — LEGENDS™ —

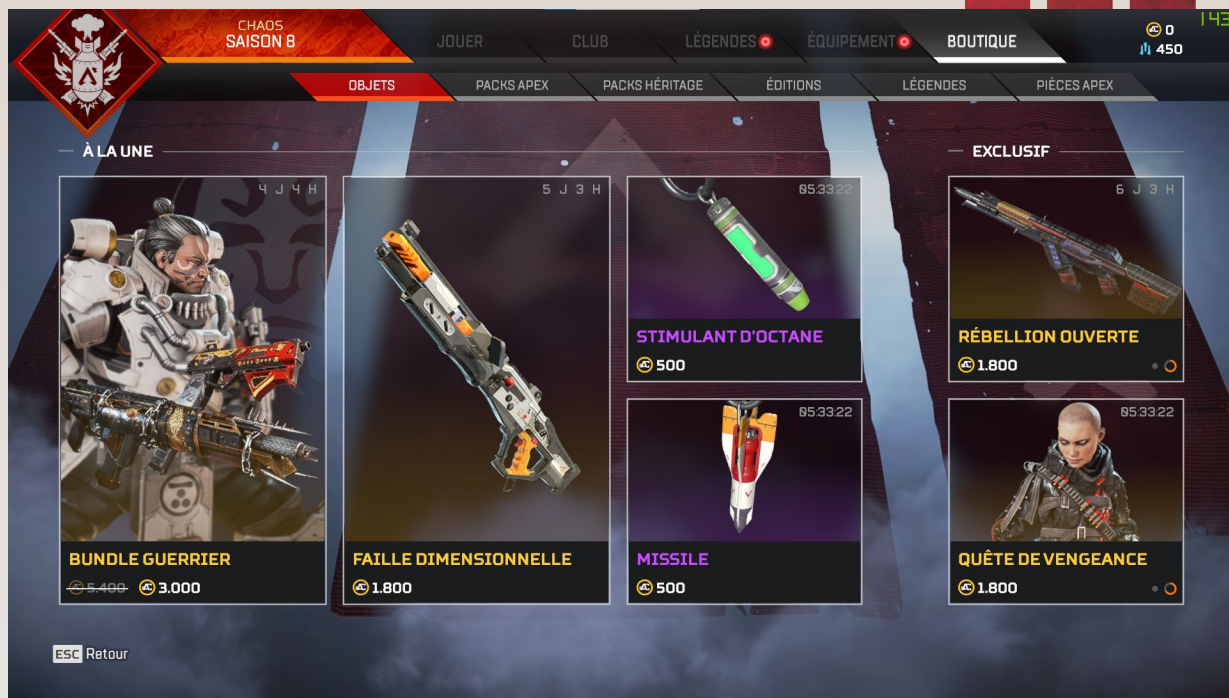
SECONDARY STORE




Legends and Equipment Tab tend to be considered as a Secondary Store here. But the little trick to perceive the Primary Store is to buy with HC  some standard loot boxes, get Raw Materials  (HC/SC) from these and buy customization items for our Legends or Weapons.

APEX — LEGENDS™ —

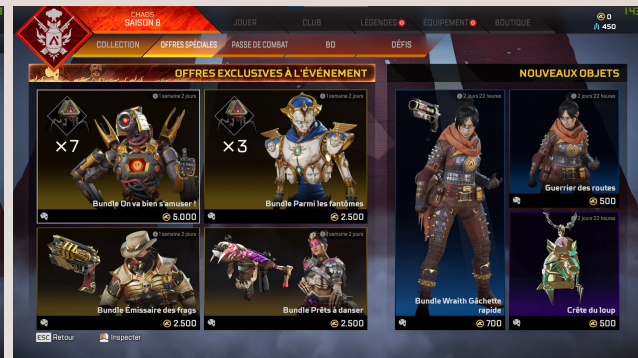
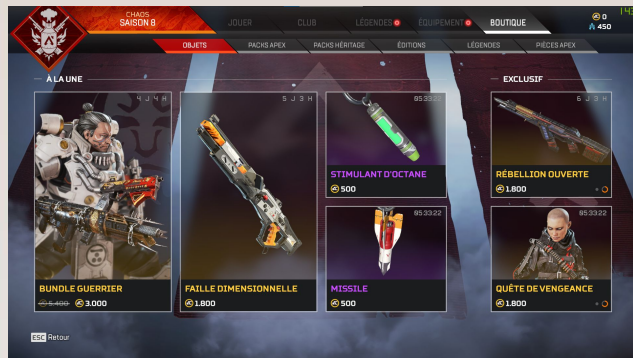
PRIMARY STORE OBJECTS




The Store Tab is considered as a Primary Store. Because compared and by opposition to the Legends and Equipment Tab, the Store offers many bundles buyable with Apex Coins .

APEX — LEGENDS™ —

PRIMARY STORE OBJECTS




Similar to the Special Offers in the Seasonal Event Tab [Slide 20] who is ephemeral and linked to the mood of the actual Season (here Season 8), the Object Tab within the Store Tab is pretty the same but works out of the current Season.

It offers many cosmetic items still buyable with HC **Apex Coins**  and are limited in the time too.

APEX — LEGENDS™ —

PRIMARY STORE APEX PACK LOOTBOXES

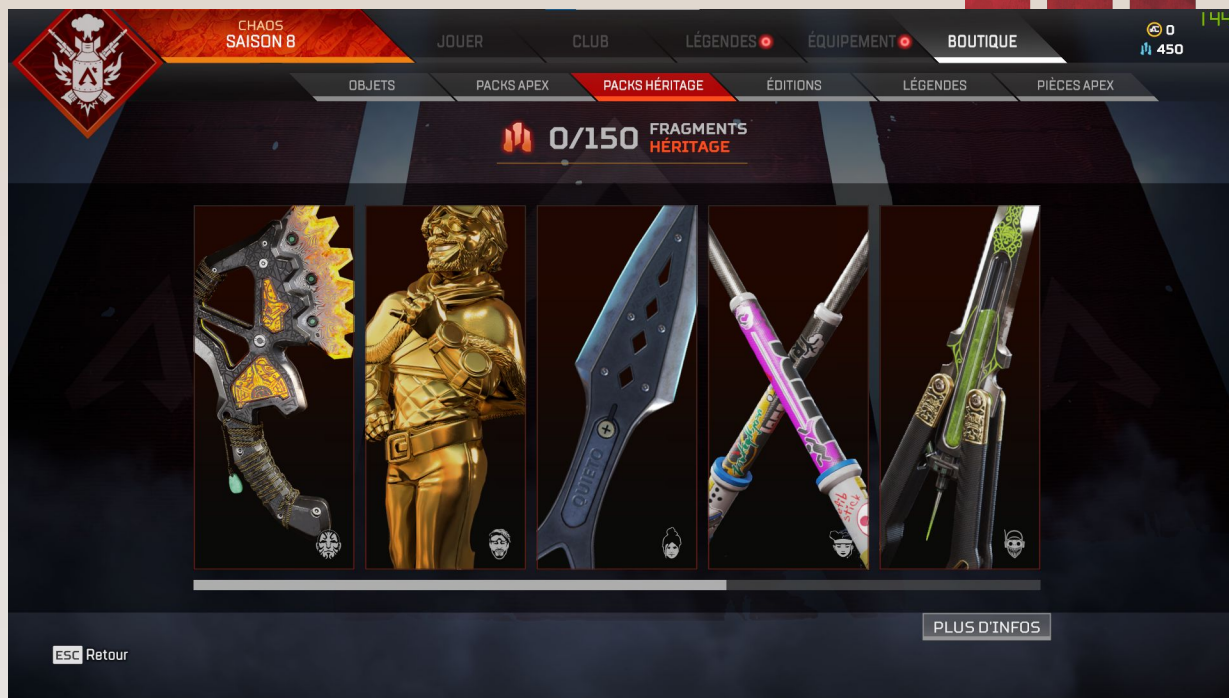


Still in the Store Tab, the Apex Packs are as already said, buyable with Apex Coins .

[See more details on previous Slides on Slide 10 and 11]

APEX — LEGENDS™ —

PRIMARY STORE HEIRLOOM PACKS

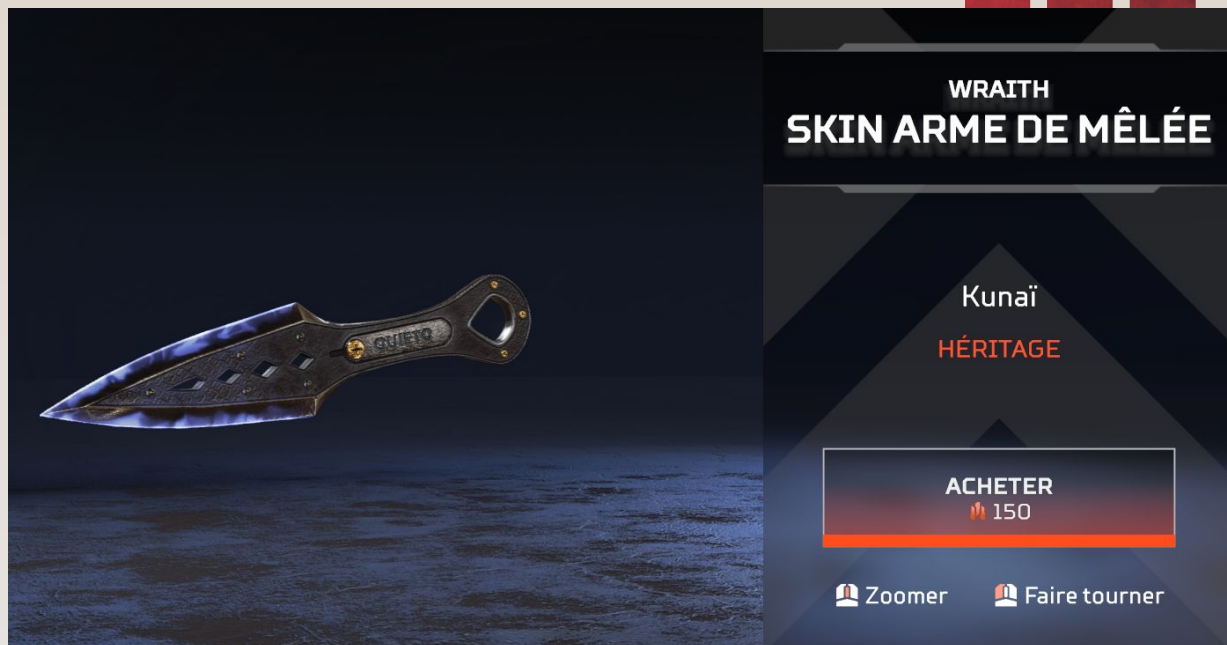


Heirloom Packs offers the possibility to buy cosmetic items with an Exotic Currency named Heirloom Fragments 🍷.

[See more details on Slide 9]

APEX — LEGENDS™ —

PRIMARY
STORE
HEIRLOOM CURRENCY



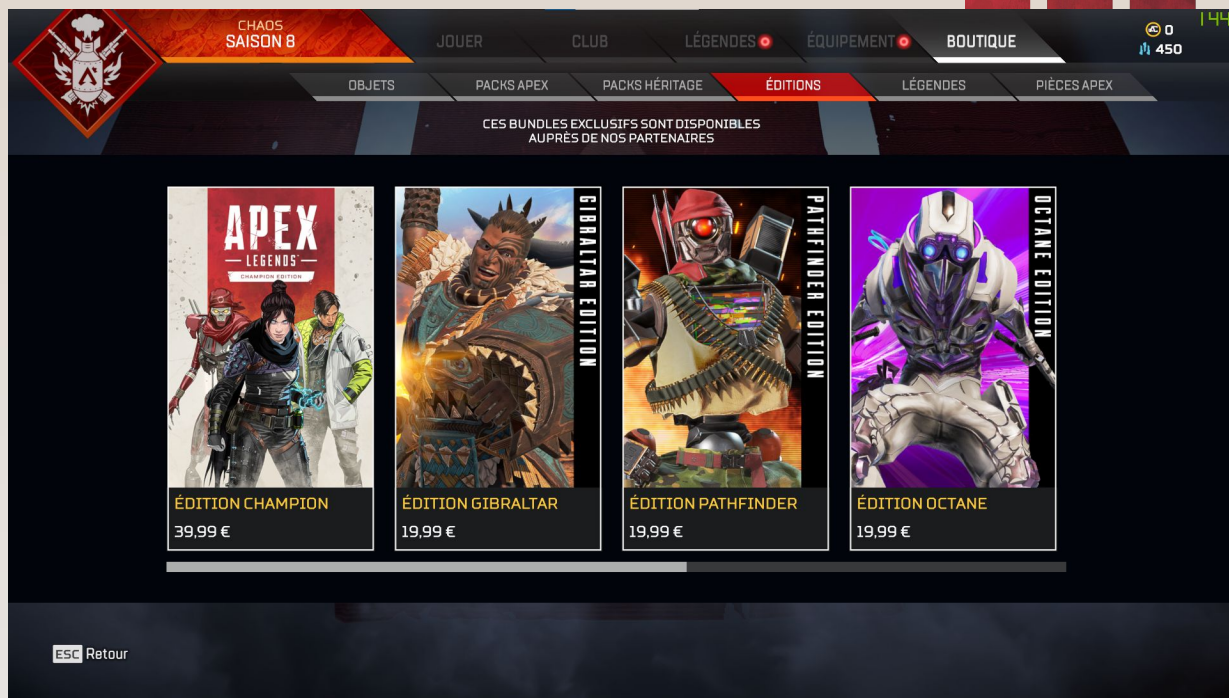
This **Heirloom Fragments** 🏠 currency is an Exotic one because of you can only buy melee weapons with it

FRAGMENTS HÉRITAGE

Les fragments Héritage servent à débloquer des armes de mêlée pour vos Légendes. Chaque pack Apex que vous ouvrez est susceptible de contenir un pack de fragments Héritage. Une fois que vous avez toutes les armes de mêlée disponibles, les packs Apex ne vous octroient plus de fragments Héritage.

APEX — LEGENDS™ —

PRIMARY STORE PARTNERSHIP BUNDLES

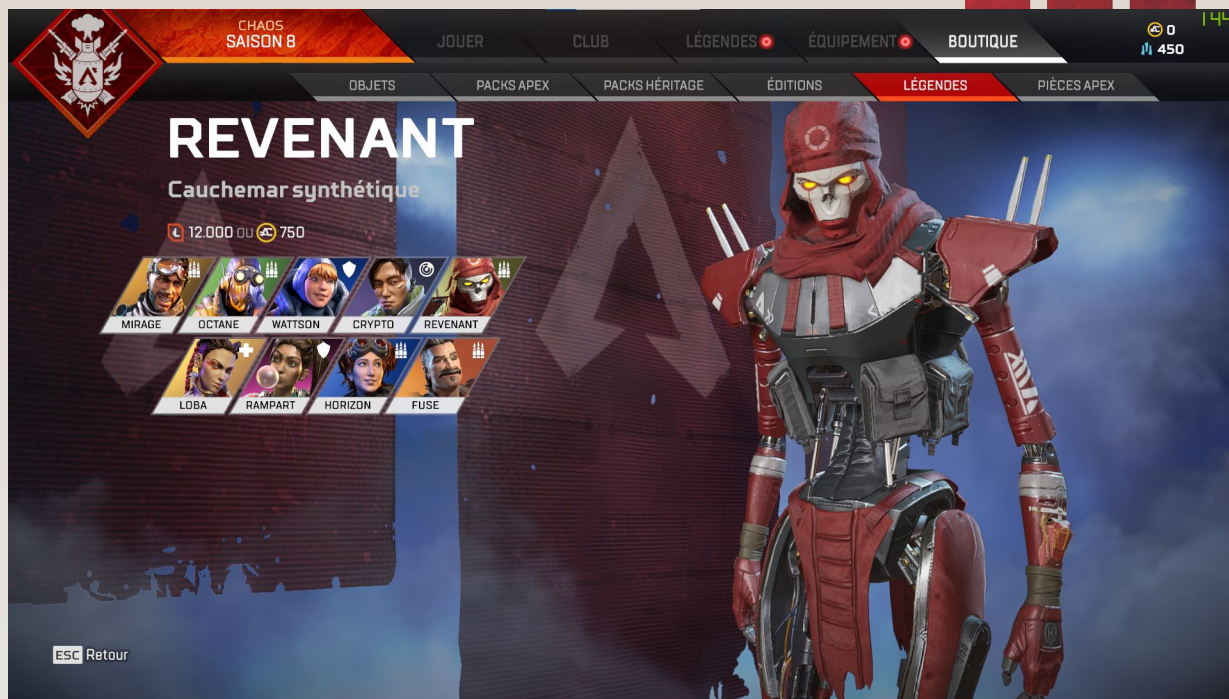


These bundles are the same as the previous one we saw on Slide 42. The difference here is that we can buy these bundles with real life money: the Euro €.

APEX

— LEGENDS™ —

PRIMARY
STORE
BUY LEGENDS





In Apex Legends, you can only customize Characters (Legends) you own.

APEX

— LEGENDS™ —

PRIMARY
STORE
BUY LEGENDS



You can buy them with SC **Legendary Tokens**  you earn when you leveling up your rank while playing the game or (as seen many times during this analyse) with HC **Apex Coins** .

It allows players who want to play and get rewarded of their hard work by buy their own Character they want and players who to discover several kind of Characters quickly to buy them with HC.

APEX — LEGENDS™ —

PRIMARY
STORE
BUY HARD CURRENCY



Here is the place where players can buy Hard Currency also named **Apex Coins** to unlock the many (almost all of them) items we have at disposition in the Store or in the Seasonal 'Chaos' Event Tab [see on Slide 6 to 37].

APEX — LEGENDS™ —

PRIMARY
STORE
BUY HARD CURRENCY



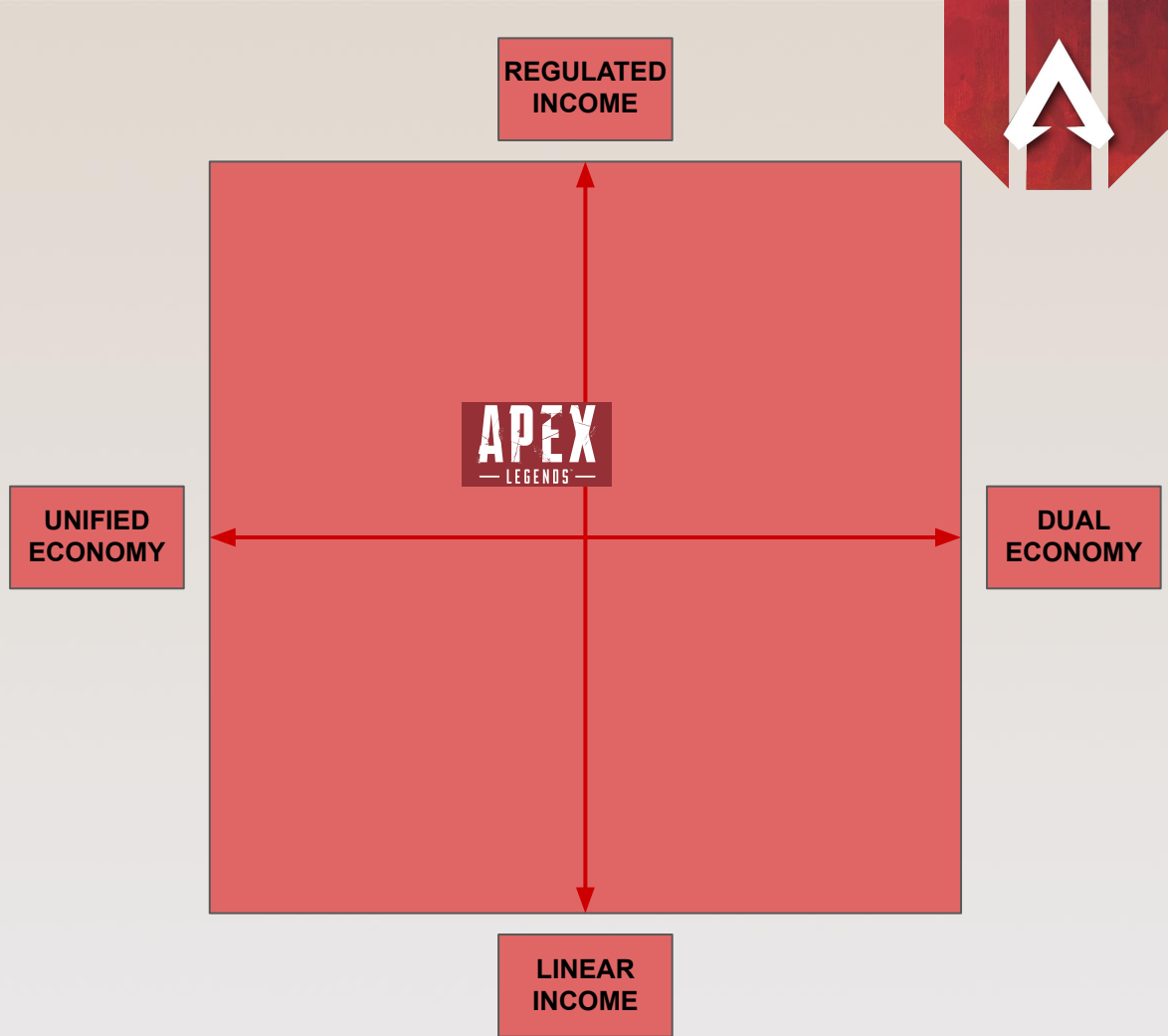
Referred to the board, the most expensive pack is the most reliable and is the best deal for the player.

APEX LEGENDS				
RC	HC	Ratio	Generosity	Acceleration / Jump
10	1000	100	1	1
20	2150	107,5	1,075	1,075
40	4350	108,75	1,0875	1,011627907
60	6700	111,6666667	1,116666667	1,026819923
100	11500	115	1,15	1,029850746

APEX

— LEGENDS™ —

STRATEGIC ANALYSIS





MONETIZATION SYSTEM FINAL CONCLUSION



From my analysis, Electronic Arts and Respawn Entertainment focus their monetization system on the Hard Currency mostly coupled with ephemeral events where players can afford cosmetics items during a predefined amount of time directly display on the main menu of the game just after its launch.

They set up several kind of currencies, several kind of buyable items either with a Soft Currency, either with an Exotic one but mostly all items are still purchasable with Hard Currency players can afford in Primary Stores.

They organized many seasonal events, several during each season and still with a time remaining to engage players to pay because in all cases if not playing H24, they will not have the time to purchase and acquire all items only with Soft Currency.

They managed their UI main menu to focus the player on Quests Challenges directly linked to Battle Pass.



MONETIZATION SYSTEM FINAL CONCLUSION



They created a new kind of loot boxes to engage players to buy them, those loot boxes being a part of an ephemeral event, linked the EcoGD to Monetization by adding in-game loot box purchasable if missed during previous games.

They created several unique bundles offering unique Legendary and Epic items only buyable with HC, and even not purchasable in the Battle Pass. Same for the melee weapon purchasable with Exotic currency.

To purchase Hard Currency, the best deal to the player is to buy the most expensive pack.

Finally, Respawn and EA succeeded to create the need from the player to buy those cosmetics because they cannot be available for sure after the end of the countdown: the end of the season or the seasonal event. Whether for Events, Bundles, EcoGD Packs, Battle Pass, Loot boxes, or Special Currencies.

APEX

— LEGENDS™ —

THANK YOU
Paul NOGAL

