



Challenge Your Friends in 'Backpacker Arena' - Launching in Denmark

Publisher MAG Interactive together with developer Qiiwi Interactive today announced the launch of Backpacker Arena, a new feature of their travel trivia game *Backpacker*. This feature allows players to challenge each other, chat and compete for placements on top lists. In the first phase of the launch, Backpacker Arena will be activated only for players in Denmark for evaluation and quality assurance.

"With Backpacker Arena, we aim to greatly enhance the social aspects of *Backpacker* through introduction of challenging PvP round-based quiz fights, chat boxes and leaderboard placement", Erik Dale Rundberg, CEO of WeAreQiiwi. "We will closely monitor and analyse the launch in Denmark in order to successfully optimise the Arena feature and, in the end, enable it globally."

Social interaction plays a huge role in *Backpacker* and we are exploring new ways to strengthen it even more", said Johan Persson, VP of Product at MAG Interactive. "Backpacker Arena provides a new way of interaction, as players compete in PvP trivia battles in order to top the leaderboards and prove their globetrotting trivia knowledge."

Download *Backpacker* for free on App Store or Google Play: http://bit.ly/P_PlayBackpacker

Follow *Backpacker* on social media:

Facebook: <https://www.facebook.com/BackpackerGame>

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About MAG Interactive

MAG Interactive is a leading developer and publisher of casual mobile games for a global audience. MAG Interactive reaches over 10 million active players every month and the game portfolio consists of ten successful games with over 200 million downloads, including successful titles Ruzzle, Quiz Duel and WordBrain, all of which have reached #1 spots on the App Store and Google Play. With offices located in Stockholm and Brighton, MAG Interactive's games are distributed through virtual app stores allowing for global reach with minimum effort. MAG Interactive is listed on Nasdaq First North Premier with ticker MAGI. Avanza Bank AB is acting as MAG Interactive's Certified Adviser. For more information visit www.maginteractive.com.

About WeAreQiiwi Interactive

Qiiwi was founded in 2012 and is based in Alingsås, Sweden. A common denominator for Qiiwi's games is that they are knowledge-based games. Qiiwi always tries to create games that match the company's slogan "Saving the world from stupidity". Qiiwi has since the beginning of 2012 released several different titles globally within the Trivia and Word Puzzle genre. Qiiwi's most successful titles include "Backpacker" and the "Words in a Pic" series. WeAreQiiwi Interactive is listed on AktieTorget with ticker QIWI. For more information visit www.qiwi.com.