



Banijay Brands and Qiiwi Games Partner on *Extreme Makeover: Home Edition* Mobile Game



- Multi-year license deal to develop and publish Match 3 game -

Banijay Brands and mobile game developer and publisher Qiiwi Games today announce they have entered a partnership to develop and publish a Match 3 game based on *Extreme Makeover: Home Edition*.

In partnership with Banijay Brands, the Swedish mobile game developer will develop, publish and market a new game based on the global renovation hit *Extreme Makeover: Home Edition*. The online puzzle game will focus on traditional users as well as fans of the show, leveraging the global group and *Extreme Makeover: Home Edition*'s various channels. The companies have agreed a multi-year license deal, with the aim to launch the game internationally in the latter part of 2021.

The television series *Extreme Makeover: Home Edition* showcases great stories, inspired volunteers and jaw-dropping home renovations for families who give back to their communities. The whole-home overhauls include interior, exterior and landscaping—all completed within a week. The series made successful returns to the US and Brazil in 2020.

The game brings together Qiiwi Games established meta gaming mechanics strategy with *Extreme Makeover*'s format which involves captivating stories together with a large selection of renovation and decorating options for the players to manage.

Lex Scott, Head of Business Development, Gaming and Gambling at Banijay Brands comments:

"*Extreme Makeover: Home Edition* is a brand that has great potential in the gaming space, where the audience and fans of the IP are a good fit for the game design and format. We expect significant interest and Qiiwi have the proven experience to make this game a success."

Erik Dale Rundberg, CEO at Qiiwi Games, comments:

“We are extremely proud to add Extreme Makeover: Home Edition to our portfolio of branded games and is a perfect fit with our target audience of casual gamers. With our experience of creating games based on well-known brands and IP, we have high expectations this will be a very successful addition to our portfolio.

We've got all the ingredients here to create a very engaging and fun game, creating an experience where the player takes control over how the renovation process develops in each of the projects.”

This information is such that Qiiwi Games AB is required to publish in accordance with the EU Market Abuse Regulation (MAR). The information was submitted by the contact person below, for publication on January 21st 2021.

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About Banijay

Banijay stands as the largest international content producer and distributor; home to over 120 production companies across 22 territories, and a multi-genre catalogue boasting over 88,000 hours of original standout programming.

A collective of creative entrepreneurs, the group represents some of the biggest global brands including *Survivor*, *Big Brother*, *Peaky Blinders*, *Temptation Island*, *MasterChef*, *Wallander*, *The Kardashians*, *Mr Bean*, *The Wall*, *Hunted*, *Black Mirror*, *Extreme Makeover: Home Edition* and *Deal or No Deal* among others. Imagining and delivering high-quality multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, the company, launched in 2008, operates under the direction of Chief Executive Officer, Marco Bassetti.

About Qiiwi Games AB

Qiiwi Games is a developer and publisher of games for mobile platforms such as iOS and Android. The company's current operations started in 2012 and the company has studios in Alingsås, Sweden and Nicosia, Cyprus. Qiiwi Games focuses on developing mobile games targeting "Casual Gamers" within the genres Match-3, Word/Puzzle and Trivia. The company's slogan is "Adventures for Everyone".