



QIIWI GAMES AND ALL3MEDIA INTERNATIONAL SOFT LAUNCH NEW MOBILE GAME *KITCHEN NIGHTMARES: MATCH & RENOVATE* BASED ON THE GLOBAL HIT DRAMA

Mobile games developer and publisher Qiiwi Games and leading independent distributor All3Media International announce the soft launch of an exciting new mobile game *Kitchen Nightmares: Match & Renovate*. Based on the iconic American reality television series format, the game will initially be launched in Australia, New Zealand, Cyprus and Sweden on Android and iOS devices with a planned launch expansion later this year.

About *Kitchen Nightmares*:

Kitchen Nightmares is an American reality television series, in which a chef is invited by the owners to spend a week with a failing restaurant in an attempt to revive the business. Original series ran for six seasons on Channel 4 in the UK, and sold to US, Japan, Australia and Brazil, and widely across Europe including Netherlands, Poland, Spain, Germany and Portugal. US version ran for seven seasons on FOX, and has sold to Spain, South Korea, Mexico, Canada and France amongst others. The format has been created in over 25 local versions with a total of 100 seasons and 1,500 episodes produced.

About the game: *Kitchen Nightmares: Match & Renovate*

Designed for mobile platforms including Android and iOS, match-3-based game *Kitchen Nightmares: Match & Renovate* is the second collaboration between All3Media International and mobile game developer Qiiwi Games. Players join Chef Tony Regoli to save misguided chefs and their crumbling restaurants from the brink of failure. With great expertise and fine taste, Chef Tony Regoli steps up to restore the most shocking venues in town. It's up to the player and him to set things right!

These restaurant owners are in dire need of a wake up call from their *Kitchen Nightmares*! Only one chef can lift these flawed and stubborn individuals, and help turn their failing restaurants into successful businesses!

Based on the hit TV Series, *Kitchen Nightmares* is an exciting and dynamic puzzle game with colorful characters from all walks of life. Each chef that you encounter has a unique personality and represents

different cuisines.

View their facilities, taste their cooking and assess the dining experience they offer. One room after another, address all the issues that the chefs fail to acknowledge. Play through inventive Match-3 levels and give these restaurants and their cooks a fresh makeover.

A new chef is in town and he's here to set things straight. Eccentric chef whisperer Tony Regoli steps up for failing chefs everywhere, lifting them to success with his unique insight. Inspire and impress them with beautiful decorations and equipment that will raise them from rock bottom.

Established in 2012, Qiiwi Games 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 has extensive experience of developing major television properties into games, having already collaborated with brands such as *Midsomer Murders*, *Hell's Kitchen* and *Coronation Street*.

The game will be available on the Apple App Store and the Google Play Store in the mentioned countries as soon as each store's approval process is complete.

More info about the game can be found on: <https://www.qiiwi.com/kitchen-nightmares/>

Erik Dale Rundberg, CEO at Qiiwi Games, comments:

"We are very happy and excited to be able to start the soft launch for our new match-3 game Kitchen Nightmares: Match & Renovate. Since we started working on the creation of the game last summer, we've been working closely together with ALL3MI on creating a game that we believe will be innovative to the market and highly enjoyable by both fans of the Kitchen Nightmares series but also "Casual Gamers" in general.

During the soft launch that is taking place in Australia, New Zealand, Sweden and Cyprus, we will continue our focus on further optimizations and to add more content to the game. We hope that we will be able to start a wider launch of the game in the upcoming months."

Ashleigh Hawkes, Digital Content Executive at All3Media International, comments:

"Bringing the format of Kitchen Nightmares to life in a way that players can really get involved has been an exciting process. Viewers around the world have been entertained by the various versions of Kitchen Nightmares featuring leading chefs in each market – we're thrilled to bring the brand to the casual gaming arena with the team at Qiiwi Games"

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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".

About All3Media International

All3Media International distributes popular, award-winning TV programmes to over 1,000 broadcasters and media platforms around the world.

The company has been celebrated for producing, marketing and distributing quality, ground-breaking and pioneering shows to a global audience – consistently topping the Broadcast and Televisual annual Indies Surveys and we have been awarded the Queen's Award for Enterprise in recognition of our growth – twice. Our catalogue contains over 15,000 hours of content across all genres.

As well as Britain's top-selling drama series **MIDSOMER MURDERS**, our quality scripted content includes **FLEABAG**, **THE MISSING**, **SKINS**, **MYSTERY ROAD**, **NATIONAL TREASURE**, **LIAR** and **VAN DER VALK** Non-scripted and format highlights include **GOGGLEBOX**, **UNDERCOVER BOSS**, **GORDON RAMSAY'S 24 HOURS TO HELL AND BACK**, **FLIRTY DANCING**, **THE DOG HOUSE** and **RACE ACROSS THE WORLD**. As part of the UK's leading multi-label studio we partner with industry-leading UK and international producers – including our own studios – in developing, financing and delivering content and formats.