



Qiiwi Games initiates marketing of MasterChef: Cook & Match on social media

Qiiwi Games today announce the start of marketing for the new game MasterChef: Cook & Match on social channels. Banijay Brands, the commercial arm of international content producer and distributor Banijay, and Qiiwi have partnered for the new mobile game, based on the global hit show *MasterChef*. With over 60 adaptations airing in 250 + different territories, Qiiwi will hope to tap into the global *MasterChef* audience to increase the player base of the game.

Originally created by Franc Roddam, *MasterChef* is the Most Successful Cookery Television Format (Guinness World Records). With more than 10,000 episodes and 500 series worldwide, the show consistently attracts phenomenal audiences globally.

Marketing on social media channels

The objective of the marketing is to create awareness of the game among people who already have a proven interest in the TV show *MasterChef*, which in turn should lead to more people downloading the game. The type of player base that can be reached through this type of marketing is also considered very valuable.

The goal going forward is to continuously implement posts on these social media channels, which include Facebook, Instagram, Twitter, YouTube and TikTok.

About MasterChef:

MasterChef is the worldwide smash hit format that sets out on a nationwide quest to find the best amateur cook in the country. Through tough individual and team challenges, the amateur cooks are judged by some of the country's top chefs and distinguished food critics. It's a life-changing journey for many, but only one will be crowned the nation's *MasterChef*.

With more than 90 licensees around the world, the MasterChef brand extends into huge range of commercial activities across consumer products, experiential, publishing, and digital.

Erik Dale Rundberg, CEO at Qiiwi Games comments:

"MasterChef is a global success with followers and fans all over the world. An important part of our marketing strategy to increase the player base for the game MasterChef: Cook & Match, is to reach out to fans of the show on these social media channels that are judged to be a "Perfect Fit" for the game. In our game, they get the opportunity to experience virtually what it is like in the competition, fighting to become a MasterChef champion.

We will now, together with Banijay Brands, work to promote the game to as many followers as possible."

About the game: MasterChef: Cook & Match

Welcome to MasterChef, the world-famous cooking competition! Join the contest and get ready for a real challenge, as the fun match 3 gameplay meets the fascinating cooking simulation. Learn real MasterChef recipes, execute every recipe step perfectly and cook the perfect dish. Will your effort impress the three judges? Will you be the one to leave the contest? Do you have what it takes to be the next MasterChef?

The game MasterChef: Cook & Match also recently received a "Feature" on the Apple App Store in 127 countries, which means extra exposure and visibility on the game store.

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About Qiiwi Games:

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 Banijay Brands:

Banijay Brands, part of international content producer and distributor Banijay, controls the brand licensing rights to some of the most high profile and creative IP in the world. From entertainment and scripted through to animation and game shows, Banijay's diverse portfolio offers commercial opportunities in multiple categories.

Banijay is home to over 120 production companies across 22 territories, and a multi-genre catalogue boasting over 130,000 hours of original standout programming. With unrivalled commercial capabilities, Banijay Brands brings the group's stories and brands to life through consumer products, live experiences and gaming.

Banijay Brands represents some of the biggest global brands including *MasterChef, Black Mirror, Temptation Island, Peaky Blinders, Survivor, Mr Bean, Changing Rooms, Interior Design Masters, Simon's Cat, Your Home Made Perfect, Your Garden Made Perfect, Deal or No Deal, The Inbetweeners, Big Brother, Sunday Brunch, Tipping Point, The Biggest Loser, Ready Steady Cook, Wipeout* and *Crystal Maze*.

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