



## Press release

Stockholm, Sweden, 12 December 2017

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### MAG Interactive: Backpacker™ now launched on Facebook.

Backpacker™ is now playable on Facebook via web browser.

Qiiwi, along with MAG Interactive, who is the publisher of the game title are launching to grow the number of players in the Facebook version of the game. This means that the game title is available on a total of three platforms (App Store, Google Play, and Facebook).

Facebook, with its Facebook Games section, provides an effective way of distributing and reaching out to people who want to play games directly through their web browser and on Facebook.

CEO Daniel Hasselberg comments:

"Facebook is an important platform when reaching out to players of the kind of games that MAG publish. It will be interesting to further develop this channel and continue growing revenue and audience for Backpacker. It adds another dimension to the game when you connect to Facebook and can see which cities your friends have visited and you will now also be able to play directly on the web. We see this as an exciting next step in the growth journey with Backpacker, which we launched on October 12 this year on the App Store and Google Play."

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MAG Interactive is a mobile gaming company built on creativity and passion.

With offices located in Stockholm and Brighton, the team is working hard towards one goal: to create high quality games that make players want to come back for more.

With over 200 million downloads across its portfolio MAG Interactive's most successful titles include Ruzzle, QuizClash and WordBrain, all of which have reached #1 spots on the App Store and Google Play.

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