

Muttenz, 12 June 2018

Media release

World Cup live quiz with Christa Rigozzi – the coolest game is at half-time

A live quiz via app and presented live by prominent personalities – this innovation is being offered by Valora to football fans in Switzerland during the 2018 World Cup. The “WER WEISS?” game in the k kiosk app not only offers fans good entertainment, but also the chance to win fantastic instant and grand prizes worth CHF 3 million.

Valora offers the best half-time entertainment of the 2018 World Cup. The “WER WEISS?” (“Who knows” in English) quiz offers fans the chance to answer questions live via the k kiosk app and the chance to win a grand prize as well as many instant prizes. The quiz is presented live via video stream by a celebrity, such as Christa Rigozzi (presenter and ex-Miss Switzerland), Gilbert Gress (SRF football pundit, ex-footballer and coach), Fabienne Wernly (radio presenter), Jonathan Schächter (radio presenter) and Stephan Meier (ex-beach soccer professional).

The questions extend beyond football to other subjects involving the participating nations. Whoever answers the first three questions correctly receives a digital voucher for a free product from a k kiosk. A countdown obliges the players to decide quickly or risk elimination. Two more questions follow before a guesstimate decides the day's winner, who can look forward to a great selection of prizes, such as a Sony Xperia XZ2 Compact, power wheel, multimedia loudspeaker or a wide range of gift vouchers. Valora and its partners are contributing prizes to the value of CHF 3 million.

Play live with the stars via app – a first for Switzerland

The combination of competition, live presentation and interaction all in one app is a first for Switzerland. Presenters can react directly to developments and fans' answers and congratulate the day's winner in person. It's also a novelty for the stars. “I'm greatly looking forward to presenting by video stream and I'm sure ‘WER WEISS?’ will provide football fans with excitement, entertainment and laughs during half-time”, says Christa Rigozzi. Valora is bridging the analogue-digital divide through this game (available through the k kiosk app) by offering its customers the opportunity to share in the excitement.

This is how it works

“WER WEISS?” runs during every half-time in French and German. Participation is by registration in the k kiosk app (iOS/App Store or Android/Google Play). The game also requires an internet connection. 3G reception is the minimum requirement for video livestream. The picture will disappear automatically with a slower connection, but it will still be possible to answer questions. The app will always display the time window for the next games and the grand prizes on offer.

This press release is available online at www.valora.com/newsroom.

If you have any questions, please do not hesitate to contact:

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About Valora

Each and every day, around 15,000 employees in the Valora network work to put a smile on the faces of their customers with a comprehensive convenience and food offering – close by, fast, practical and fresh. The over 2,800 small-scale points of sale of Valora are located at highly frequented sites in Switzerland, Germany, Austria, Luxembourg, the Netherlands and France. The company includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. Valora generates annual external sales of over CHF 2.6 billion. The Group's registered office is in Muttenz, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at www.valora.com.