

Meiji Co., Ltd.

December 16, 2024

Hello Panda, a Brand that Supports Curiosity Around the World, to Sponsor M6 WORLD CHAMPIONSHIP, the World's Most Popular esports Tournament

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) is pleased to announce that the Hello Panda brand, our most popular biscuit among the confectionery products we sell overseas, has become a sponsor of the M6 WORLD CHAMPIONSHIP which is the world's most popular mobile esports tournament of Mobile Legends:Bang Bang.

Hello Panda is a brand that supports the curiosities and challenges of people around the world. From a design to support the highly curious challengers involved in the innovative world of esports, we have decided to become a brand sponsor of the M6 WORLD CHAMPIONSHIP, a global tournament that represents the peak of mobile esports competitions. Last year's tournament, the M5 WORLD CHAMPIONSHIP, recorded a peak exceeding 5.06 million live viewers, marking the world's highest viewership^{*1} for a mobile esports^{*2} tournament. This year's tournament, the M6 WORLD CHAMPIONSHIP, is also expected to draw massive interest.

Meiji will help further ignite the interest surrounding the tournament by providing product samples on-site during the Grand Final and the Semifinal. We will be sampling a total of 18,000 units of two popular products: Hello Panda Biscuits with Chocolate Flavoured Filling and Hello Panda Biscuits with Strawberry Flavoured Filling.

We will use this sponsorship as an opportunity to spark curiosity around the world and contribute to exciting, entertaining, and fun times for all.

Sponsorship details

Period: Saturday, December 14 and Sunday, December 15, 2024

Location: Axiata Arena (Kuala Lumpur, Malaysia)

Distributed products: Hello Panda Biscuits with Chocolate Flavoured Filling and Hello Panda Biscuits with Strawberry Flavoured Filling

Volume: Total of 18,000 units

Left photo: Hello Panda Biscuits with Chocolate Flavoured (43g)

Right: Hello Panda Biscuits with Strawberry Flavoured Filling (43g)



About Hello Panda

Hello Panda is a biscuit filled with chocolate cream and featuring a panda illustration. Currently, the product is sold in approximately 30 countries worldwide, including America, China, Southeast Asia, the Middle East, and Europe.

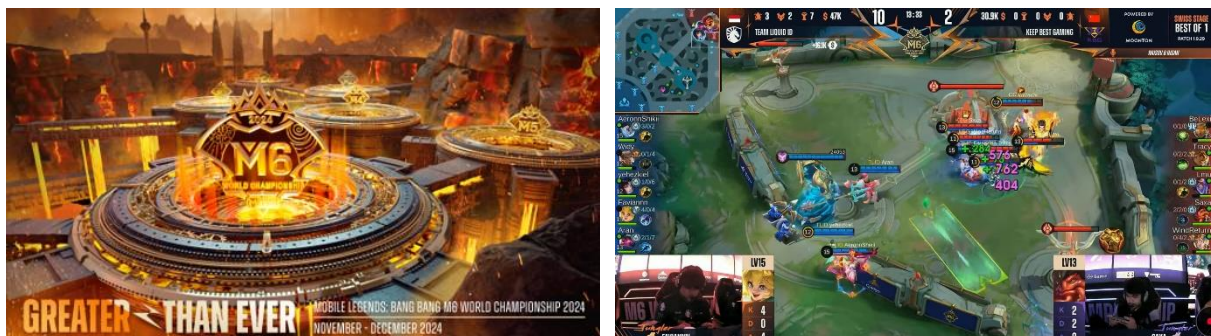
About the M6 WORLD CHAMPIONSHIP

The M6 WORLD CHAMPIONSHIP (organized by MOONTON Games) is a global tournament for the mobile game Mobile Legends: Bang Bang. The online qualifier has been underway since November 21, and the semifinal and grand final scheduled to begin from December 14 will be held at the Axiata Arena in Kuala Lumpur, Malaysia.

The title game Mobile Legends: Bang Bang is a game that requires teamwork and strategy and promotes communication. It is the world's most popular Multiplayer Online Battle Arena (MOBA) game for mobile devices. Boasting over 1.465 billion installs and some 110 million active monthly users, this award-winning game is among the Top 10 most played games in over 80 countries. Wildly popular in the Asia-Pacific region, the game is available in 139 countries, and its recognition is growing as a global platform for esports.

Left: Key visual from the M6 WORLD CHAMPIONSHIP

Right: Mobile Legends: Bang Bang gameplay screen ©Moonton. All rights reserved.



Meiji is striving for the continued growth of Hello Panda as a global brand, and we will continue to deliver tastiness and enjoyment to customers around the world.

*1. Esportschart (<https://escharts.com/news/top-mobile-gaming-esports-2023>)

*2. Mobile esports refers to electronic sports that use smartphones as gaming devices.

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