Target Audience
Consumers who prioritize practicality, ease, and innovation while enjoying the cooking process.

Goals
- Increase brand awareness, which allows MasterChef to showcase the product in a prime time slot and ensure maximum visibility.
- Use the show's influence to position Royal Prestige® as a premium kitchenware brand.
- By showcasing our product on national television, we aim to instill a sense of pride in our customers and give a competitive advantage over what is said about our brand and product.
- We take care of our product placement in the show, only through the exchange of kitchenware.
- We create spaces to highlight the benefits of our product.
- The shows in which we participated in 2023 were:
  - MasterChef Brazil
  - MasterChef Colombia
  - MasterChef Celebrity Mexico
  - MasterChef Celebrity Peru
  - El Gran Chef Famosos Peru
  - Lucha de antojos in Mexico
  - Top Chef VIP in the USA

The Amazing results
- “Every time our sales team goes to someone's home, the first question they have is ‘MasterChef. This has given us many benefits and many more recommendations’” – Jesus Figueroa, Premier Network Leader Dominican Republic
- “MasterChef helps us a lot because we are constantly in the minds of our Mexican adversaries and our potential customers. That we talk so much about Royal Prestige® is very good, but that they hear it from opinion leaders like the chefs has given us many benefits and many more recommendations” – Yoel Figuereo, Premier Network Leader Dominican Republic
- “When we mention that our products are on MasterChef, it opens people's minds and we are able to talk about our business and provide confidence in our brand. We have been able to maintain the high levels of business that always impress our customers” – Juana Escudero, Premier Network Leader Mexico

Our Success in Numbers

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In the Dominican Republic, MasterChef boosted Royal Prestige® to second place in national brand awareness among our competitors.

In Peru, our Advertising Awareness TGM grew by 18% in 2023. In Brazil, our broadcast grew 6% in the same period of the new global advertising campaign.

In El Gran Chef Famosos Peru, the show in streaming for Royal Prestige® was aired without financial investment, achieving 2.5 million people at home.

How we became Prime Time Players

The Challenge
At a premium quality kitchenware bistected, our mission is to be heard by promoting our brand to a higher number of potential customers without having sight of our affinity audience.

The Answer
Full sponsorship in cooking competitions is the only way to reach not only our audience but also a massive public during prime time.