



PRESS RELEASE

Cherry AB (publ)
Stockholm, June 21, 2016

Yggdrasil Gaming signs deal with bwin.party

Yggdrasil Gaming has signed a deal with bwin.party to provide access to its entire award-winning casino product suite.

Bwin.party will integrate Yggdrasil's casino product suite through the new platform iSENSE 2.0, based on HTML5, that enables operators to launch the games simultaneously on computer, mobile and tablet. Bwin.party will have access to Yggdrasil's unique gamification features through the collection of promotional tools and the Infinite API™ that includes Super Free Spins, in-game tournaments, etc.

The new bwin.party agreement is an extension of the previous deal with GVC in terms of both market coverage and duration. GVC completed the acquisition of bwin.party earlier this year.

Yggdrasil recently won Slot Provider of the Year at the 2016 EGR B2B Awards, the latest in a growing list of accolades including Gaming Software Supplier of the Year at the 2016 International Gaming Awards, and Software Rising Star at the 2015 EGR B2B Awards.

Read more at Yggdrasil.com

Translation

This is a translation of the Swedish original.

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Cherry in brief

Cherry is a Swedish gaming company established in 1963 specialized in online casinos and lotteries (www.CherryCasino.com, www.EuroLotto.com, www.EuroSlots.com, www.SpilleAutomater.com, www.NordicSlots.com, www.NorgesSpill.com, www.SveaCasino.com, www.SuomiAutomaatti.com, www.Sunmaker.com and www.SunnyPlayer.com), affiliate business through Game Lounge and games development (www.Yggdrasil.com), through subsidiaries in Malta. Cherry is the market leader in casinos in restaurants and nightclubs in Sweden. Cherry employs around 750 people and has more than 3,800 shareholders. The Company's B-shares are listed on AktieTorget.