

PRESS RELEASE

Cherry AB (publ)
Stockholm, November 25, 2016

Cherry launches new technical innovation B2B business area - XCaliber

Cherry today announces the launch of a new fully independent gaming technology B2B business area called XCaliber, a centre of technical gaming innovation and services. XCaliber will enable Cherry to sell its cutting-edge gaming platform and technology to partners and operators, creating further shareholder value and growth through the expansion into a new business area, as well as strengthening Cherry's position as an innovator and hub for entrepreneurs within the gaming industry.

In recent years, Cherry has invested heavily in the best talent to build its in-house system infrastructure and market-leading platform, based on the most recent and future-facing technologies. This has resulted in unlimited scalability to increase opportunities for business relationships with B2B partners and support Cherry iGaming's multi-brand strategy.

Through XCaliber, Cherry will bring to market its tracking software tool Omarsys, payments and fraud aggregator system and robust and flexible gaming platform - a marriage of the very best technology solutions and know-how in the gaming industry.

XCaliber will work closely with Cherry iGaming's existing brands and new customers by providing access to its leading platform, Omarsys and payments and fraud aggregator system, as well as helping to deliver first-mover innovations in the gaming industry. XCaliber will be headquartered in Malta with a supporting tech team in Poland and will be headed up by Cherry iGaming CTO Dario Arruda, who will now assume the role of CEO of XCaliber.

Fredrik Burvall, CEO of Cherry AB (publ) said: *"XCaliber will continue to support Cherry to grow faster than the market and we now have five business areas with different diversified revenue streams which is following the strategy we rolled out two years ago. This also enables the entrepreneurs Cherry have within the company to expand and grow within the Group."*

Jonas Wåhlander, CEO of the Cherry iGaming, said: *"Having invested heavily in our technology over the past few years, the launch of XCaliber is the natural next step for the Cherry Group. We know our tools and infrastructure are market-leading propositions and we're thrilled that we can now share them with the rest of the industry. XCaliber will continue to generate direct and incremental value to Cherry iGaming's brands, as well as for incumbent and future business partners."*

Dario Arruda, CEO of XCaliber, added: *"We're really excited to be launching XCaliber. A huge amount of work and investment has gone into our technology and we are constantly pushing for further technological innovations. It makes perfect sense to make these solutions available to partners who know that they will have access to the same technology platform, services and potential that have helped make Cherry iGaming's brands to grow so successfully. Our approach has always been to do well by doing good and we see growth and profit as a natural by-product of success."*

Read more at: www.xcaliber.com

Translation

This is a translation of the Swedish original.

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Cherry in brief

Cherry is a Swedish innovating and fast growing gaming company established in 1963. The business strategy is to create shareholder value by owning and developing fast-growing and profitable businesses within the gaming and casino industry. Cherry operates within five diversified business areas, *Online Gaming* through **Cherry iGaming**, *Performance-based Marketing* through **Game Lounge**, *Gaming Technology* through **XCaliber**, *Game Development* through **Yggdrasil Gaming** and *Restaurant Casino* through **Cherry Spelglädje**. The objective is to grow organic in combination with strategic acquisitions of fast-growing companies. Cherry employs around 900 people and has more than 4,600 shareholders. The Company's B-shares are listed on AktieTorget.