



Announcement

Cherry AB (publ)
Stockholm, February 15, 2017

CherryAffiliates wins Best Casino Affiliate Program and Best Lotto Affiliate Manager

Katy Stafford, Head of Affiliate Marketing at Cherry iGaming said: *"We are astounded at the support we have been shown by the very strong competition in both categories and we would like to thank iGB Affiliate, who, as ever, created a fabulous LAC and awards show, our industry friends, our fantastic colleagues at Cherry and ComeOn! and above all, our amazing affiliates. "Being shortlisted and winning Best Casino Affiliate Program is overwhelming and we feel it has sealed our place in a very competitive industry. Being recognised in one of the newest verticals of online lotto goes to show the diversity and strength of our affiliate offering. 2017 will be an incredibly exciting year for the team, joining forces with the fantastic EarnAffiliates and ComeOn! and creating an even better affiliate program!"*

Also at 10th Annual iGaming Business (iGB) Affiliate Awards ceremony, Cherry's Helen Taylor was named Best Lotto Affiliate Manager, giving testament to the outstanding work Helen has done supporting the development of Lottery as a product within the group, specifically for Cherry's main lottery brand, www.eurolotto.com.

Together with Game Lounge winning the Affiliate of the Year Award in late fall 2016 at the Malta iGaming Awards, Cherry has proved itself to be strongly positioned in the gaming industry's affiliation arena.

Translation

This is a translation of the Swedish original.

For further information, please contact:

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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 5,600 shareholders. The Company's B-shares are listed on AktieTorget.