



PRESS RELEASE

Cherry AB (publ)
Stockholm, April 11, 2017

XCaliber signs landmark deal with Sweden's FSport

Cherry's new gaming technology B2B business area XCaliber has sealed its first external client, with Swedish daily fantasy sports platform FSport.

As part of a three-year deal, XCaliber will provide the fantasy sports platform FSport with its leading affiliate tracking software Omarsys. Omarsys is a performance tracking software developed using the newest technologies available. It combines the best features expected from tracking platforms with real-time reporting and instant analytics with the flexibility to service any verticals' marketing and tracking needs.

FSport is a Swedish, Helsingborg-based leading developer and operator of interactive fantasy contests based on real events on an in-house developed platform with a mobile first approach. Daily fantasy sports are a rapidly growing form of gaming with millions of players around the world.

Dario Aruda, CEO XCaliber, said: "We're delighted to be launching our innovative Omarsys software tracking tool with FSport, our first ever external client. We are confident FSport will enjoy success with the same technology platform and services that have helped make Cherry iGaming's brands to grow so successfully in recent years."

Hampus Hägglöf, CEO of FSport, added: "FSport is a daily fantasy sports platform and we know there is great interest in this vertical. We were very impressed with the technology behind Omarsys and the potential it has to help grow our business."

The information in this press release is information which Cherry AB (publ) is required to disclose under EU Market Abuse Regulation (EU). The information was provided by the below contact persons for publication on April 11, 2017 at 09.00 CET.

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 1 100 people and has more than 5,600 shareholders. The Company's B-shares are listed on AktieTorget.