



## PRESS RELEASE

Cherry AB (publ)  
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### Revised schedule for uplisting on Nasdaq Stockholm

As previously communicated, Cherry AB (publ) has been preparing for an uplisting from AktieTorget to Nasdaq Stockholm, which was scheduled to be completed during the first half of 2017. Due to the recently completed and significant acquisition of Come On Malta Ltd, and the work with finalising the integration that has been ongoing since July 2016, Cherry has decided to postpone the application for uplisting to Nasdaq Stockholm until after the summer. The company is in a strong position in relation to the uplisting and the preparations continue with high priority. The decision allows the company to focus on finalising the integration with ComeOn, and also the latest acquisition of the game development company Highlight Games that was communicated to the market last week.

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*This information is information that Cherry AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above on 17 May 2017.*

#### 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 **ComeOn!**, *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 6,000 shareholders. The Company's B-shares are listed on AktieTorget.