

Yggdrasil set to make first move into bingo

Yggdrasil Gaming, a Cherry AB (publ) - STO: CHER-B.ST - subsidiary, is set to enter the multiplayer bingo world for the first time in the next few months with a unique new product to help operators add an extra dimension to their casino and sportsbook offerings.

Yggdrasil's bingo product will be mobile-first and will work in both portrait and horizontal views, allowing players to enjoy a flexible and modern bingo experience while on the move. A seamless multi-channel experience will be provided for tablet and desktop players too.

Various industry-first features will be incorporated, taken from Yggdrasil's expertise in casino and player engagement, and like its slots titles, will utilise the supplier's range of in-game promotional tools, BOOST™.

Yggdrasil CEO Fredrik Elmqvist said: "We've been analysing bingo for some time and have realised there's exciting potential to innovate in what has become a relatively dormant area of the industry. With our in-house social and gaming expertise, we believe we can offer a fresh dimension to bingo. This can attract a new demographic of player to the market on a much lower CPA basis compared to casino, driving revenues directly and indirectly through our BOOST™ tools and mini-slots integration. On launch, players will recognise industry-first features for bingo which have been adapted from the wider casino space, reinvigorating the much-loved pastime and raising the bar against other products on the market."

More information is included in the press release available on yggdrasilgaming.com and will be revealed at ICE Totally Gaming on 6-8 February in London, where Yggdrasil will be exhibiting at stand N3-140.

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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. Today, Cherry operates through five diversified business areas: *Online Gaming, Game Development, Online Marketing, Gaming Technology, and Restaurant Casino*. The objective is to grow organically in combination with strategic acquisitions of fast-growing companies. Cherry employs some 1,100 people and has about 6,900 shareholders. The company's class B share is listed on the Nasdaq Stockholm exchange, Mid Cap segment. More information is available at www.cherry.se.