

## Yggdrasil signs agreement with Eurobet.it - one of Italy's largest operators

Yggdrasil Gaming, a Cherry AB (publ) - STO: CHER-B.ST - subsidiary has signed agreement with Eurobet.it. The deal will give one of Italy's largest and most respected operators access to Yggdrasil games that are certified under Italian regulations. Eurobet.it will also receive Yggdrasil's collection of in-game promotional tools, BOOST™, and social sharing tool BRAG™.

Yggdrasil CEO Fredrik Elmqvist said:

"This deal with Eurobet.it is another major step to deliver on our strategy to grow in Italy. We aim to grow by partnering with respected operators and provide their many customers our games that are certified under Italian regulations."

Eurobet.it Head of Gaming Alfredo Melloni said:

"We are always looking to strengthen our content portfolio, and the Italian partnership with Yggdrasil is important. We have a strong focus on innovation, so a partnership with Yggdrasil is a perfect fit, and we look forward to building a strong relationship with the team going forward."

### 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. 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](http://www.cherry.se).