

Yggdrasil expands Italian footprint with Snaitech deal

Yggdrasil Gaming, a Cherry AB (publ) - STO: CHER-B.ST - subsidiary has further extended its reach in Italy with a deal to provide content to leading Italian gaming operator Snaitech.

The agreement will give Snaitech, leader in betting retail, access to award-winning Yggdrasil titles certified under Italian regulations. Snaitech will receive Yggdrasil's collection of in-game promotional tools, BOOST™ and social sharing tool BRAG™, enabling the operator to increase and complete its online casino offer.

Yggdrasil CEO, Fredrik Elmqvist, said:

“To agree a deal with Snaitech, one of the most respected names in European gaming, shows that our approach is being welcomed by both operators and players in Italy. This partnership with Snaitech is the latest step in Yggdrasil's ambitious plans for the Italian market.”

Snaitech CEO, Fabio Schiavolin, said:

“We always work to offer our customers the best selection of content available. So it is with great pleasure that we are able to add Yggdrasil games to our offering. The new titles, the promotional infrastructure and above all the smart approach of Yggdrasil team, will add a further innovative boost to provide a complete, safe, engaging and entertaining gaming experience to our customers.”

About SNAITECH S.p.a.

Snaitech, which is listed on the Milan Stock Exchange, is leader on the Italian Gaming and Betting market. Founded through the integration between Snai Spa and the Cogemat group companies in late 2015, has headquarters in Milan, Porcari (Lu) and Rome. Further information on www.snaitech.it.

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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.