

Yggdrasil signs bet25.dk Denmark deal

Yggdrasil Gaming, a Cherry AB (publ) - STO: CHER-B.ST - subsidiary has added another operator in Denmark after reaching an agreement with bet25.dk.

The brand, which is operated by Ecosys A/S, will gain access to Yggdrasil's portfolio of award-winning slots, including Vikings Go Berzerk. It will also enjoy the collection of in-game promotional tools, BOOST™ and social sharing tool BRAG™.

Yggdrasil CEO Fredrik Elmqvist said:

"Agreeing another major operator partnership in Denmark further underlines the importance of this growing regulated market to Yggdrasil. We have enjoyed significant growth entering regulated markets in 2017, and it is clear our content is in high demand among operators and players in Denmark. We look forward to working alongside the bet25.dk team and helping them offer an even stronger content portfolio to their customers."

Bet25.dk Casino Manager Hartvig Petersen said:

"Yggdrasil is a familiar name to online casino players worldwide, and we are certain our Danish players will enjoy their fantastic games. Expanding with innovative content is key to our strategy of offering our customers the very best casino experience, and Yggdrasil's games will play a key role in this."

About Ecosys

Ecosys A/S, established in 2007, is a Danish gaming operator with strong brands such as bet25.dk (online games and sportsbetting), rød25.dk (casino), Café Bet25 (spelcafé) and casinogo.dk (mobilcasino). The Ecosys group recently agreed a conditional agreement to be acquired by Swedish horse racing operator AB Trav och Galopp (ATG) when the Swedish gambling market gets re-regulated in 2019.

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.