

Northern Lights first to join Yggdrasil's YGS Masters programme

Yggdrasil Gaming, a Cherry AB (publ) - STO: CHER-B.ST - subsidiary, has announced that Northern Lights Gaming will be the first independent game studio to develop on its platform as part of the Yggdrasil Game Server (YGS) Masters programme.

The partnership will see Northern Lights' high-quality, UK-targeted slots content made available to Yggdrasil's operator partners. The agreement is the first of its kind since the launch last month of YGS Masters, an invite-only, semi-open platform where Yggdrasil will curate content from the world's leading independent games studios.

As part of the programme, Yggdrasil will provide access to BOOST™, the collection of in-game promotional tools, allowing studios to develop their own versions of these tools within their game clients.

Manchester and Stockholm-based Northern Lights was formed in 2017 by a group of industry veterans with decades of combined igaming experience. Its top-end, UK-focused content will significantly bolster Yggdrasil's offering.

Stuart McCarthy, Head of Studio Partnerships at Yggdrasil, said:

"Since launching YGS Masters last month, we have received many enquires and I am thrilled to announce our first partnership. Northern Lights Gaming has built a team with unparalleled expertise when it comes to developing for the UK market, and we've been hugely impressed by what we've seen so far. We are certain YGS Masters will help take Northern Lights' content to the next level, and we are excited to share the games with customers in the coming months.

Andrew Goodale, CEO of Northern Lights Gaming, said: "As we are finishing off our first games and preparing to show them to the world, we are extremely proud to be the first external game developer to gain access to Yggdrasil's innovative platform. We look forward to building a close working relationship with Yggdrasil and making the most of the powerful tools they have developed. These are exciting times for Northern Lights Gaming.

Northern Lights Gaming (NL Gaming Sweden AB) was founded by ex-Barcrest and WMS executives with decades of experience at the forefront of the online gaming industry. Team members are behind some of the UK's most successful games, including Rainbow Riches, and have repeatedly created and successfully launched games and entire gaming platforms both for desktop and mobile gameplay.

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This information was submitted for publication on 17 April 2018, at 10:30 a.m. CET.

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 1,400 people and has about 6,700 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.