

Yggdrasil signs distribution agreement with 888 Holdings

Yggdrasil, a Cherry AB (publ) – STO: CHER-B.ST – subsidiary, signed a deal to supply its content to online gaming operator 888 Holdings plc. The global agreement covers all joint regulated markets, including the UK, Italy, Denmark and Spain.

The suite of Yggdrasil's award-winning portfolio of video slots, including recent blockbuster release Vikings go to Hell, will be available to 888 players across the operator's core business, 888casino, and will enable 888 to utilise Yggdrasil's range of complementary in-game promotional tools, BOOST®.

Yggdrasil CEO Fredrik Elmqvist, said: "This is further evidence that our content is in high-demand from operators and we are delighted to have 888 on board. We are working tirelessly to ensure this integration is accelerated and 888 customers can enjoy our games as soon as possible. 888 is a hugely significant name in the industry and we are certain our games will be well received by their players."

Hila Klein, SVP, Head of Product Technologies at 888, said: "Yggdrasil's rich content portfolio will be very welcomed aboard the 888 proposition as we continue to offer a market-leading casino experience to players worldwide. The games will complement our recent relaunch of 888casino on our new proprietary platform."

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888 IN BRIEF

888 Holdings Public Limited Company (888) is one of the world's most popular online gaming entertainment and solutions providers. 888's headquarters and main operations are in Gibraltar and the company has licenses in Gibraltar, the UK, Spain, Italy, Denmark, Ireland, Romania, Nevada, New Jersey and Delaware. 888 has been at the forefront of the online gaming industry since foundation in 1997, providing to players and B2B partners an always innovative and world-class online gaming experience. 888 is listed on the London Stock Exchange (ticker: 888). More information is available at <https://corporate.888.com/>.

CHERRY IN BRIEF

Cherry is a Swedish innovating and fast-growing company with operations in gaming, entertainment and media. The company was established in 1963 and today 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.