



PRESS RELEASE

Cherry AB (PLC)
Stockholm, January 8, 2016

Cherry has finalized the acquisition of 100 percent of the shares in Moorgate Media Ltd

Cherry has finalized the acquisition of Moorgate Media Ltd, a Malta-based affiliate company and the average share price for the new issue was set at 119,33 SEK per share. The shares were valued based on the average closing price of the Cherry shares during the period 16 - 23 of December, 2015. After the new issue, which form part of the purchase price, the number of shares increased with 309,302 of series B. The new issue was supported by the resolution at the Annual General Meeting held 12 of May, 2015. The total number of shares in Cherry AB (PLC) amounted as of January 7, 2016, to 14 297 114 shares, of which 997,600 Class A shares and 13,299,514 Class B, representing a total of 23,275,514 votes.

Translation

This is a translation of the Swedish original.

For further information, please contact:

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Cherry in brief

Cherry is a Swedish gaming company established in 1963 specialized in online casinos and lotteries (www.CherryCasino.com, www.EuroLotto.com, www.EuroSlots.com, www.SpilleAutomater.com, www.NordicSlots.com, www.NorgesSpill.com, www.SveaCasino.com, www.SuomiCasino.com, www.Sunmaker.com, www.SunnyPlayer.com and www.Kingplayer.com), affiliate business through Game Lounge and games development (www.Yggdrasil.com), through subsidiaries in Malta. Cherry is the market leader in casinos in restaurants and nightclubs in Sweden. Cherry employs around 750 people and has more than 2,900 shareholders. The Company's B-shares are listed on AktieTorget.