

## Cherry AB:s class B shares trading on Nasdaq Stockholm

Today, Wednesday 18 October 2017, the Chairman of Cherry AB, Mr. Morten Klein, and the CEO of Cherry AB, Mr. Anders Holmgren, rang the bell at Nasdaq Stockholm. This opened today's trading on the exchange and the first day of trading for Cherry AB (publ)'s class B shares in the Mid Cap segment on Nasdaq Stockholm.

"Cherry was founded as far back as in 1963 and has a long history of developing the Swedish gaming sector. The company has always been at the forefront in meeting players' requirements and demands for entertaining and innovative games. Several of today's listed gaming companies can trace their roots back to Cherry and we are proud of the values that have been generated. Cherry's ambition is to remain a key player, contributing to our own development and to interest in our sector. The listing on Nasdaq Stockholm brings opportunities for continuing the journey of growth and meeting new stakeholders who will help us strengthen our position as the most complete gaming company," says Anders Holmgren CEO of Cherry.

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### CHERRY IN BRIEF

Cherry is an innovative and fast-growing Swedish gaming company that was established in 1963. Its overarching business strategy is to generate shareholder value by owning and developing fast-growing and profitable businesses within the gaming and casino industry. Cherry operates within five diversified business areas, *Online Gaming*, *Performance-based Marketing*, *Gaming Technology*, *Game Development* and *Restaurant Casino*. The objective is to grow organically and through strategic acquisitions of fast-growing companies. Cherry employs some 1,100 people and has almost 6,900 shareholders. The Company's class B shares are listed on Nasdaq Stockholm, in the Mid Cap segment. For further information, please visit [www.cherry.se](http://www.cherry.se).