

Game Lounge acquires Slottracker.com – a site that gives more control to the player

The Affiliate Company Game Lounge, a subsidiary of Cherry AB (publ) - STO: CHER-B.ST - has acquired the site Slottracker.com and its unique solution in order to give all casino players a better overview and control of their gaming. The seller is US company, Innovative Game Solutions Partnership, and the two founders Thomas Starkie and Brett Lawson. The purchase consideration amounts to EUR 1 million, of which EUR 200,000 is to be paid 12 months after the acquisition. An additional purchase consideration of EUR 300,000 will be paid if the seller achieves certain objectives over a two-year period.

Slottracker.com is a site that can follow the player in every bet he or she makes in casino games. By choosing Slot Tracker, players are able to have their information saved about what games are played and bets made, as well as winnings and bonuses paid. This allows the player to follow the development and analyze which casino works best, based on their specific requirements and gaming methodology. The players who have so far recorded their stats in Excel, or in other ways, can now use Slot Tracker to have that control and instead focus more on the game.

Jonas Cederholm, CEO of Game Lounge, says:

“The purchase of Slot Tracker complements Game Lounge’s already strong offering in order to help players find the right casino or other online games. We look forward to working with the people who built Slot Tracker to be able to develop new features that allow each player to gain more control over their gaming. Among other things, we want to offer solutions that can warn players who risk losing control of their gaming. With Slot Tracker we can combine these goals, and I think we are the only ones in the market with this smart solution.”

Anders Holmgren, CEO of Cherry AB, says:

“Game Lounge is continuing to expand its business. Slot Tracker makes it even clearer that the company’s solutions give players access to information that provides an overview, so that players can choose a game more easily based on their own criteria. With the different service levels, players can choose more complete statistics, different extensions, and comparisons between their results and those of others - called Community Statistics. With Slot Tracker, we complement Cherry’s value chain and I look forward to the new features we will launch in 2018.”

Slot Tracker is currently available in a free version and in two pay versions. The program currently works with WMS, NetEnt, MicroGaming, Thunderkick, Novomatic, NextGen Gaming, Nyx, IGT, Play ‘n’ Go, Big Time Gaming, Elk, Quickspin, Red Tiger, Mercury, SGI and Yggdrasil.

Game Lounge is part of Cherry’s Online Marketing business area (previously Performance-Based Marketing) and reported revenue of MSEK 44.6 for Q3 2017, with an EBITDA margin of 75 percent. The company has built up a strong organization focusing on organic growth and high profitability.

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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.