



Press release

Cherry AB (publ)  
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## ComeOn launches "Hajper.com" in Sweden - another exciting casino with fast withdrawals

Gaming operator ComeOn, a Cherry AB (publ) - STO: CHER-B.ST - subsidiary, announces the launch of a new exciting brand targeting the Swedish market. The brand Hajper.com follows on from Snabbare.com, which was launched in December 2017.

Hajper.com will be the second ComeOn brand in Sweden to offer faster withdrawals and casino play without time-consuming registration. As with Snabbare, withdrawals at Hajper.com will be sent within 15 minutes.

Tomas Johansson, Interim CEO of ComeOn, said: "Following the launch of Snabbare in Sweden and Nopeampi in Finland, we are happy to be able to bring yet another exciting brand to the Swedish customers. With Hajper we hope to cater for a larger portion of the Swedish market, with a brand that will be different in both play features and marketing concepts."

Hajper.com is a secure and easy to use pay and play service. The full Know Your Customer (KYC) solution on every deposit allows customers to play casino instantaneously without having to go through a time-consuming registration process. The withdrawal process is also one of the fastest in the market.

ComeOn is a leading player in the rapidly expanding online gaming market via mobile, tablet and computer, with well-known brands and strong positions, primarily in casino and sports betting.

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### 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](http://www.cherry.se).