

## Highlight Games enters into a strategic distribution agreement for the US market

The gaming specialist Highlight Games, a Cherry AB (publ) - STO: CHER-B.ST subsidiary, has entered into a strategic distribution agreement with Reno based iGaming firm Spin Games LLC (“Spin”) to distribute Highlight Games’ exclusive virtual sports content in regulated iGaming, sports betting and lottery markets in the United States of America.

Under the arrangement Spin will integrate Highlight Games’ virtual sports content, that uses historic footage of sportings events, on to its remote game server (“The ROC”) and distribute such content in the US markets. In addition, Highlight Games will distribute its sports betting content, including the truly innovate virtual sports game SOCCERBET™ (English and Italian leagues) via The ROC into regulated gaming markets in Europe.

Tim Green, CEO of Highlight Games commented:

“Spin bring a wealth of experience in the United States interactive gaming and lottery markets and with the sports betting market developing in the United States, Spin is uniquely positioned to distribute Highlight Games’ innovative sports betting content into newly regulated iGaming markets.”

Kent Young, CEO of Spin Games said:

“We are very excited about our distribution agreement with Highlight Games and we look forward to launching their truly innovative sports betting products into the United States, and supporting Highlight Games via The ROC remote game server, as they expand their position in the global virtual sports market.”

**For further information, please contact:**

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### CHERRY IN BRIEF

Cherry is an innovative and fast-growing company within gaming, entertainment and media. Established in 1963, today Cherry operates through five diversified business areas: *Online Gaming, Game Development, Online Marketing, Gaming Technology, and Restaurant Casino*. The Group's objective is to grow organically in combination with strategic acquisitions of fast-growing companies. Cherry employs some 1,400 people and has about 9,250 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)

## SPIN GAMES IN BRIEF

Founded in January 2012 and located in Reno, NV, Spin Games LLC specializes in the design, development and deployment of world class iGaming content and interactive technologies for interactive iGaming markets. Operating in North America and Europe, Spin deploys with all key US facing iGaming operators and with its own content and popular third-party content through its licensing agreements with top tier content providers. More information is available at [www.spingames.net](http://www.spingames.net).