

## Yggdrasil agrees online casino content deal with Finland's national gaming operator, Veikkaus

The game development company Yggdrasil, a Cherry AB (publ) - STO: CHER-B.ST subsidiary, has signed and finalised a deal with Finnish gaming operator Veikkaus to provide its high-quality casino games content.

Veikkaus is the largest and only regulated gambling operator in Finland, both offline and online, with a turnover of EUR 3.2 billion in 2017. The company is a member of World Lottery Association and has more than two million customers. Its gaming platform [www.veikkaus.fi](http://www.veikkaus.fi) is Finland's largest online casino, attracting around 700,000 players every week.

The operator will take Yggdrasil's portfolio of innovative casino slot games including the latest releases Penguin City, Hanzo's Dojo and Wolf Hunters. Veikkaus will also get access to BOOST®, Yggdrasil's proprietary range of in-game promotional tools. This allows partner operators to instantly run promotions from within the game client.

Yggdrasil's games will be in full compliance with Finnish regulatory requirements.

Fredrik Elmqvist, CEO, Yggdrasil, said:

"We are thrilled to join forces with such a professional and established business as Veikkaus and look forward to a long and mutually beneficial relationship."

Jan Hagelberg, Vice President, Casino Games, Veikkaus, said:

"We are happy to join with Yggdrasil team to bring its unique and innovative games to our loyal players. Yggdrasil casino content is proven to perform well across regulated markets and we are confident our players will enjoy them on a regular basis."

**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)

## VEIKKAUS IN BRIEF

Veikkaus is a company owned entirely by the Finnish State and one of the ten biggest companies in the country in terms of turnover and profit. Veikkaus' games can be played in online casino, at thousands of points of sale all over Finland, in numerous game arcades and Casino Helsinki. [Veikkaus.fi](http://Veikkaus.fi) is one of Finland's largest consumer online stores with up to 700,000 weekly players. Veikkaus has more than two million registered loyal customers, which is ca. 45 percent of adult Finns. The entire profit from Veikkaus games, ca. EUR 1.2 billion a year, are used for the benefit of people living in Finland. Veikkaus has thousands of beneficiaries all over Finland and employs ca. 2,000 professionals of the gambling and digital industries.