

Highlight Games football virtual sports launching with Eurobet in Italy

The gaming specialist Highlight Games, a Cherry AB (publ) - STO: CHER-B.ST subsidiary, will launch with its ground-breaking virtual sports games SOCCERBET™ in the Eurobet Italia Srl (“Eurobet”) retail estate in Italy before the end of February.

Highlight Games SOCCERBET™ Single Match and League football products will be launched into Eurobet’s 720 retail venues across the whole of Italy. The games will also be made available in the online and mobile environments. The games are based on Highlight Games’ exclusively licensed football product, that features archive footage from the Serie A Italian football league, and are approved by the Italian supervisory authority Agenzia della Dogande e dei Monopoli.

Highlight Games CEO Tim Green commented,
“Launching with Eurobet will be a fantastic milestone for Highlight Games. Eurobet’s customers will be able to bet on a multitude of virtual football markets whilst watching the real stars of the Italian game, past and present, play out the result in the actual iconic stadia and with real commentary. It is testament to the innovative nature of the game that Eurobet will make room in its Virtuals schedule by removing first generation graphical based virtual football games and adding SOCCERBET™.”

Carlo Di Maio, Eurobet Sportsbook Director commented,
“Launching the Highlight Games product is an exciting time for Eurobet and its customers. There is no other product like this in the Italian market and so we are pleased to be the first to offer this new generation of game to the Italian football loving public.”

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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

ABOUT EUROJET ITALIA SRL

Eurobet Italia Srl is part of GVC Holdings PLC and owns more than 850 betting shops across Italy and one of the most popular betting and gaming website in the Italian gambling Industry. Eurobet was born in 1995 and was one of the first bookmaker to take online bets. In 1999 Coral (third UK bookmaker at that time) completed the Eurobet acquisition, followed by the merge with Gala, and the GalaCoral Group foundation in 2005. The historic merge between Ladbrokes and GalaCoral of 2016 created the most important betting and gaming company in the UK (LadbrokesCoral Group). In 2018, GVC Holdings completed the Ladbrokes Coral takeover, creating one of the world's biggest gambling groups. Today Eurobet is one of market leaders in the betting and gaming industry in Italy, thanks to a wide product offer, both online and offline, with special focus on innovation and responsible gaming propositions.