



Cherry AB

(STO: CHER-B.ST)

Q1 - 2018 | CEO Anders Holmgren & CFO Christine Rankin | 3 May 2018



Cherry

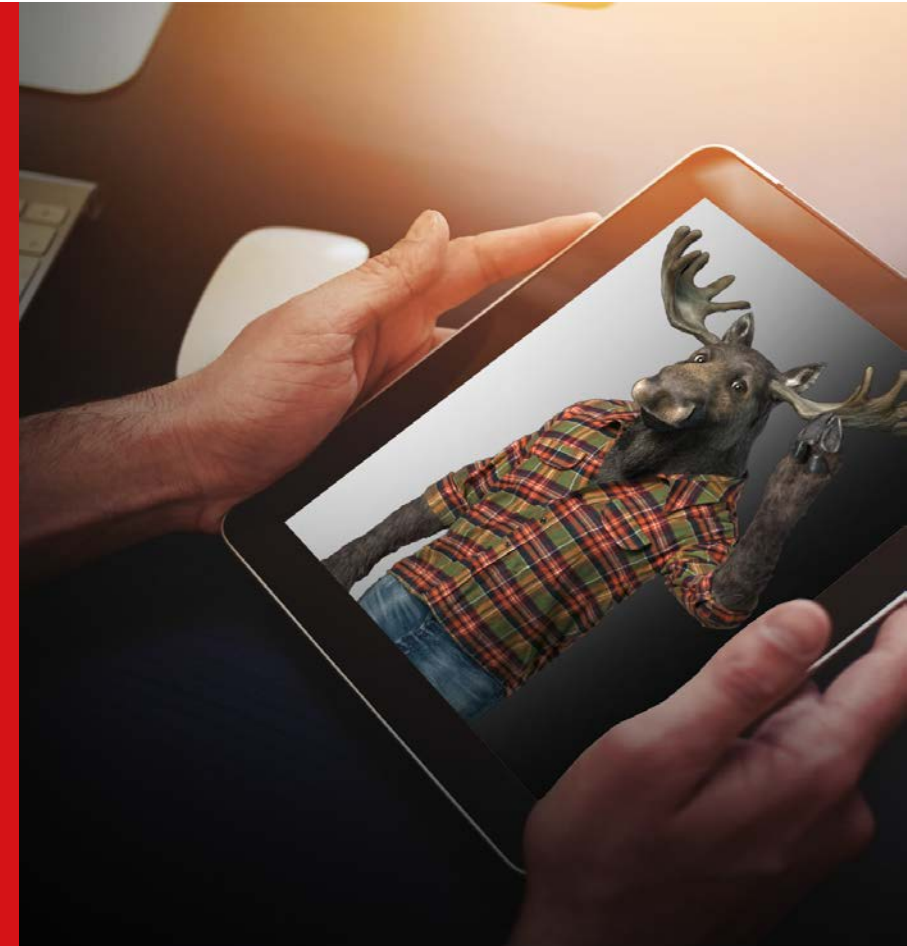
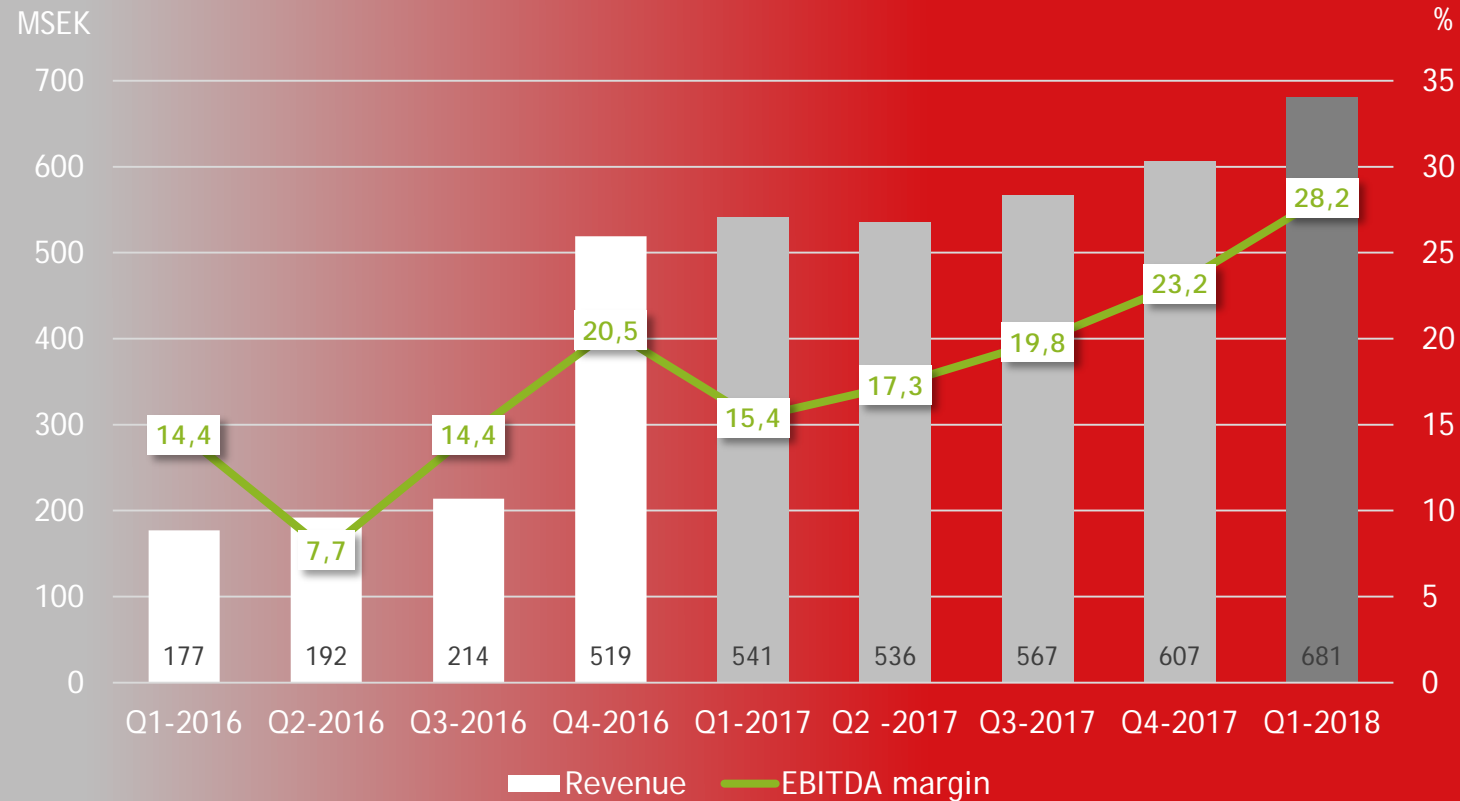
Q1 2018: Highlights

A strong start - and we expect to keep the momentum

- All business areas reported a solid 2018 kick-off
- Group revenue up 26% to MSEK 681 (542). EBITDA up 132% to MSEK 192 (83)
- Better than expected operational results in ComeOn, revenues up 18% and EBITDA up 151%
- Yggdrasil invested in marketing and product development
- Another strong quarter for Game Lounge - record in number of NDC
- Cherry holds 95% of Game Lounge as of 1 January 2018.
- XCaliber continue to sign on external clients
- Cherry Spelglädje - The quarter was good and despite the declining market the company reported strong results
- Cherry has exercised its option to acquire additional 7.5% of shares in Almor (now holds 90.0%) Details to be confirmed at the AGM
- Annual General Meeting on 30 May 2018

A quarter characterized by focus on results

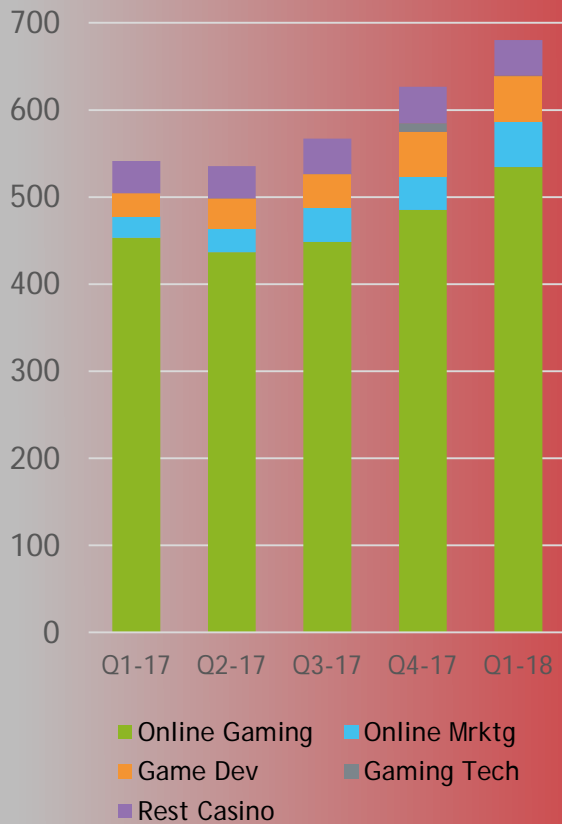
Good revenue growth in all business areas - EBITDA margin Q1-18: 28%



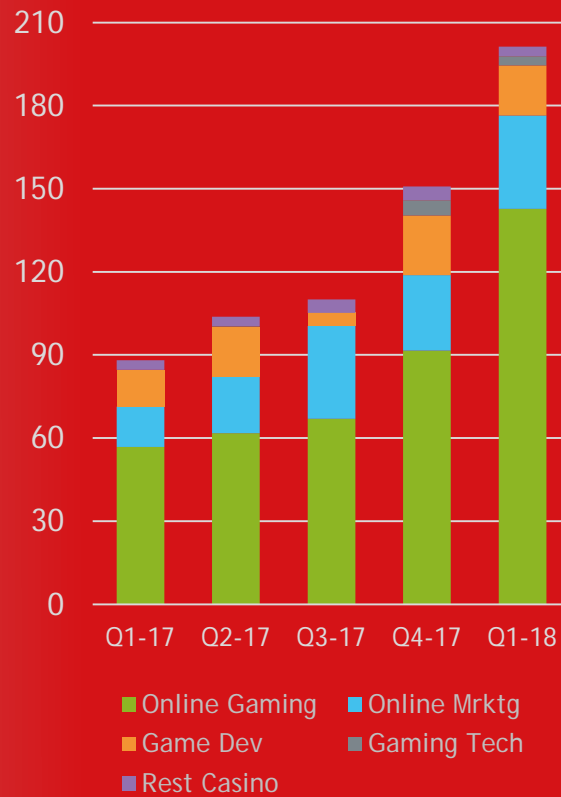
A quarter characterized by integration

Continued good sequential growth

Revenue per business area, MSEK



EBITDA per business area, MSEK



Our financial position

Q1 2018

- Cash: 392 MSEK (31 Dec: 299)
- Interest bearing liabilities: 1,779 MSEK (31 Dec: 1,743)
- Equity: 1,330 MSEK (31 Dec: 1,242)
- Equity/assets ratio: 35% (31 Dec: 34%)



Market outlook

Q1 2018 update

- The gaming market is currently growing strongly and Cherry estimates that demand in the Group's largest geographic markets will continue to develop favourably. The Group is continuously reviewing the prerequisites for new business opportunities in related operations and geographic markets in Europe, as well as outside.
- The Group's focus is to create shareholder value by being an active part in developing new and existing companies within gaming, media and entertainment. The goal is for the companies to become market leaders in their respective areas by building their operation on the core values, entrepreneurship, responsibility and commitment. These are important fundamentals for the Group to be able to achieve its financial targets and to continue its successful profitable growth, through both organic growth and acquisitions, in existing and new verticals and geographic markets.





Thank you for
listening
Questions?

comeon!

 YGGDRASIL

HIGHLIGHT
GAMES

 Game Lounge

xcaliber

 **Cherry**
Spelglädje

Disclaimer: This presentation has been prepared by Cherry AB solely for use at this presentation and is furnished to you solely for your information and may not be reproduced or redistributed, in whole or in part, to any other person. The presentation does not constitute an invitation or offer to acquire, purchase or subscribe for securities. By attending the meeting where this presentation is made, or by reading the presentation slides, you agree to be bound by the following limitations. Some statements herein are forward-looking and the actual outcome could be materially different. In addition to the factors explicitly commented upon, the actual outcome could be materially and adversely affected by other factors such as the effect of economic conditions, exchange-rate and interest rate movements, political risks, the impact of competing products and their pricing, product development, commercialization and technological difficulties, supply disturbances, and major customer credit losses. The information and opinions contained in this document are provided as at the date of this presentation and are subject to change without notice. No representation or warranty (expressed or implied) is made as to, and no reliance should be placed on, the fairness, accuracy or completeness of the information contained herein. Accordingly, none of Cherry, or any of its principal shareholders or subsidiary undertakings or any of such person's officers or employees accepts any liability whatsoever arising directly or indirectly from the use of this document.

©2018 Cherry AB (publ)



Cherry

www.cherry.se

Financial calendar

- 2018 Annual General Meeting 30 May 2018
- Interim report Q2 2018 16 August 2018
- Interim report Q3 2018 31 October 2018
- Interim report Q4 2018 13 February 2019