



# Cherry AB (STO: CHER-B.ST) Q4 2017 Interim Report

Full-year 2017 | CEO Anders Holmgren & CFO Christine Rankin | 16 Feb 2018



# Cherry

# Cherry in brief

Proven track record of successfully developing companies

Founded in 1963  
and delivered on  
strong growth  
and industry  
leadership

Cherry holds  
7 licences  
in Europe

Innovative  
culture

Experienced and  
committed  
management

Profitable growth -  
organic as well as  
structural

Strategy to  
create shareholder  
value



# Kicking off 2018 in style

Cherry keeping its strong position in the industry



- Cherry - Mobile Operator



- ComeOn - Sports Betting Operator



- Yggdrasil - Innovator Supplier



- ICE Totally Gaming is the only B2B gaming event that brings together the online and offline gaming sectors.



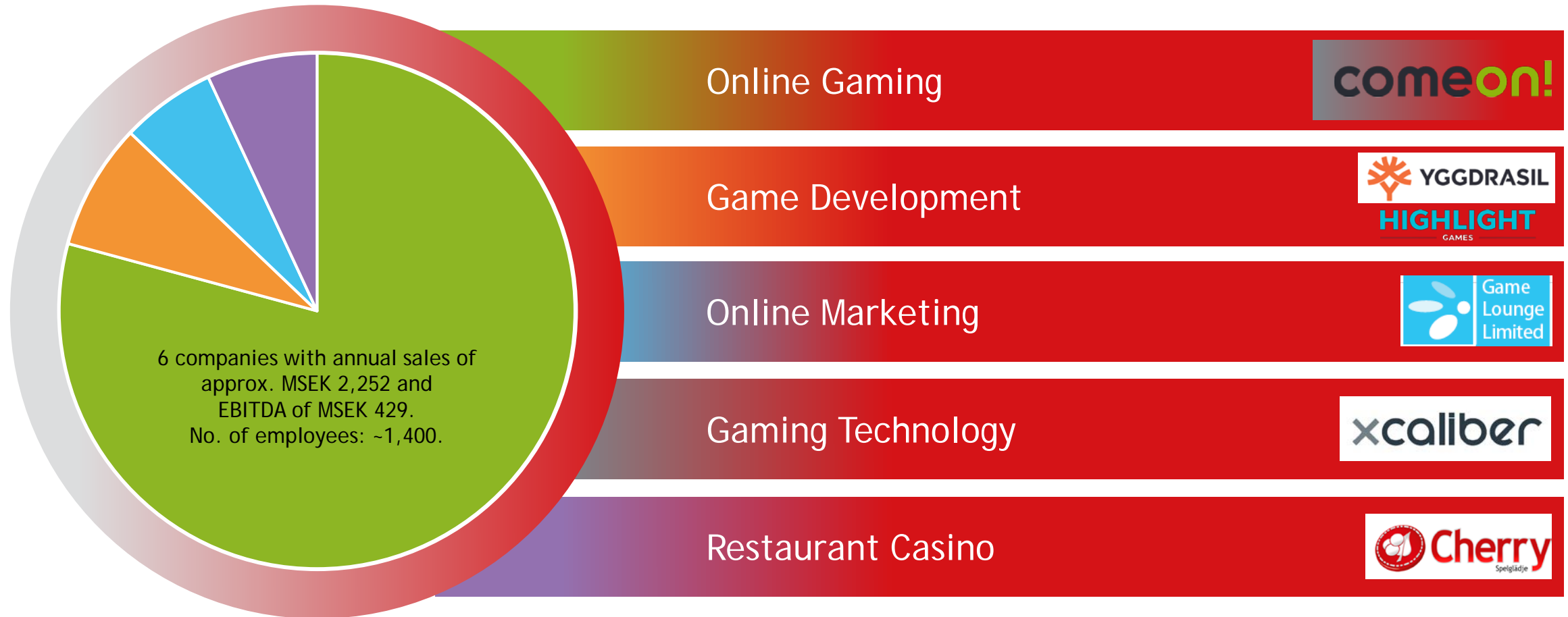
# Q4 2017: Highlights

## High level of activity in all segments

- Listed on Nasdaq Stockholm
- Group's revenues up 17% to MSEK 607 (519). EBITDA up 37%
- Improved operational results in ComeOn, revenues up 10% and EBITDA up 8%
- Strong revenue growth in Game Development and Online Marketing
- Successful launch of Snabbare.com casino in the Swedish market
- Yggdrasil launched several new games, will enter into Bingo and signed deal with well-reputed operators in Italy, Denmark and the UK
- Game Lounge grows rapidly, in Q4 with Lainat.fi and in Q1-18 with the acquisition of Slottracker.com. Still good potential for profitable expansion
- XCaliber - signed on external customers and received ISO 27001 certification
- Cherry Spelglädje - Stable performance in declining market

# Unique platform for value creation

Our portfolio covers entire value chain for gaming

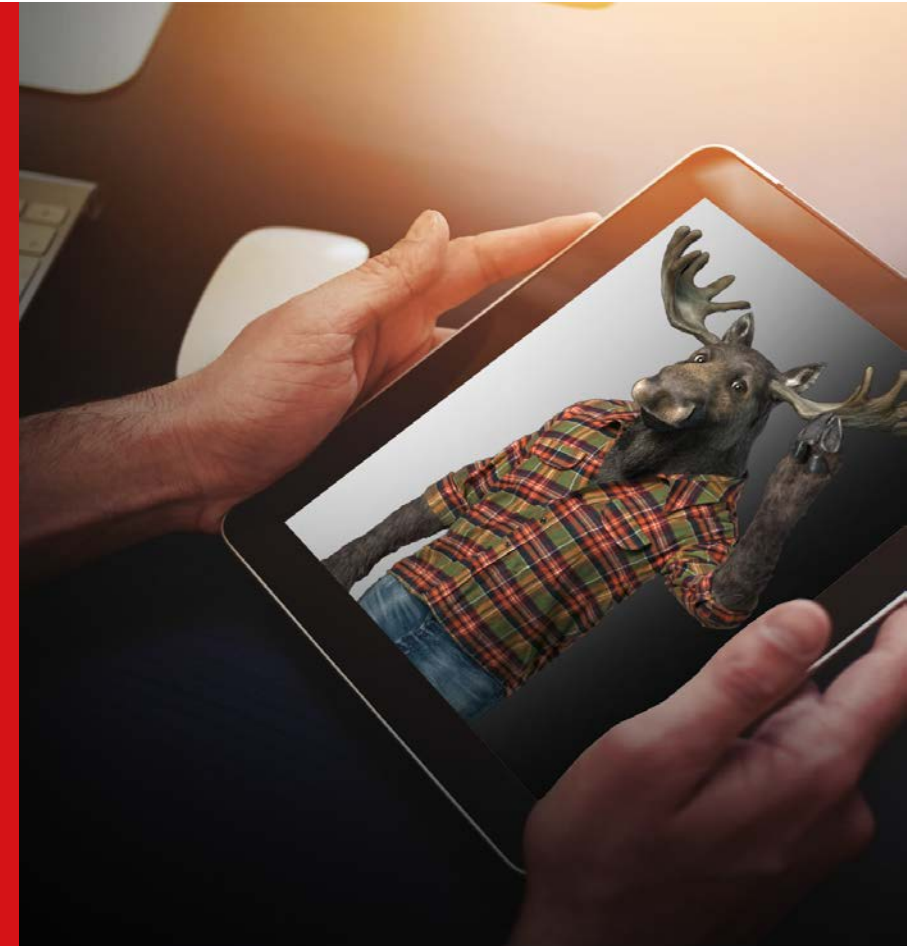
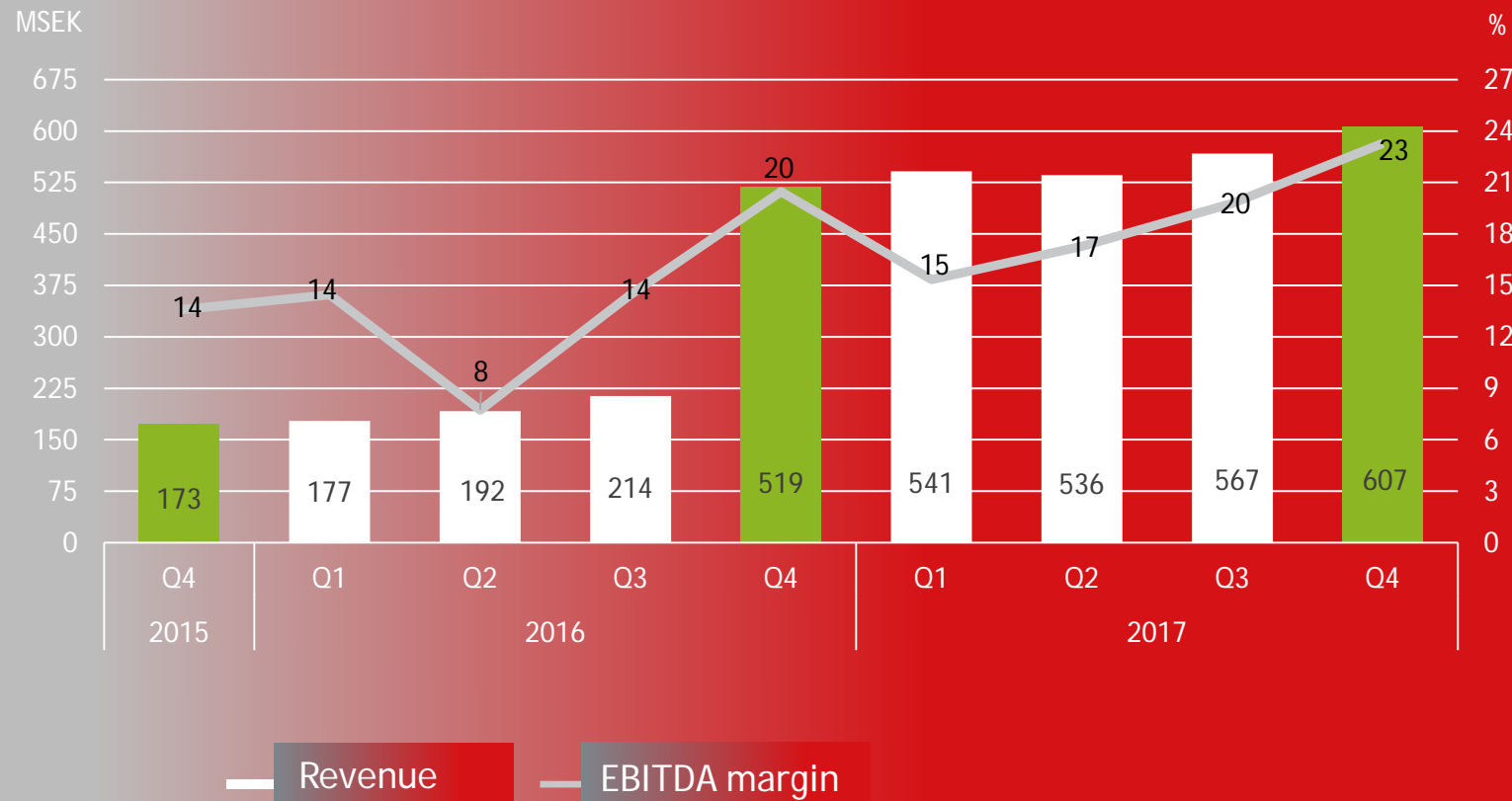


6 companies with annual sales of approx. MSEK 2,252 and EBITDA of MSEK 429. No. of employees: ~1,400.

Sales by business area  
FY-2017

# A quarter characterized by focus on results

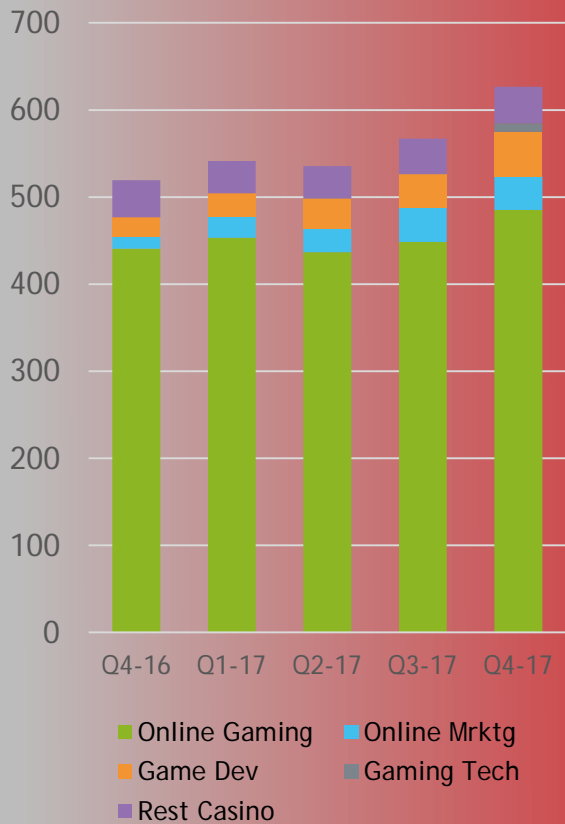
Good revenue growth in all business areas - EBITDA margin 2017: 19%



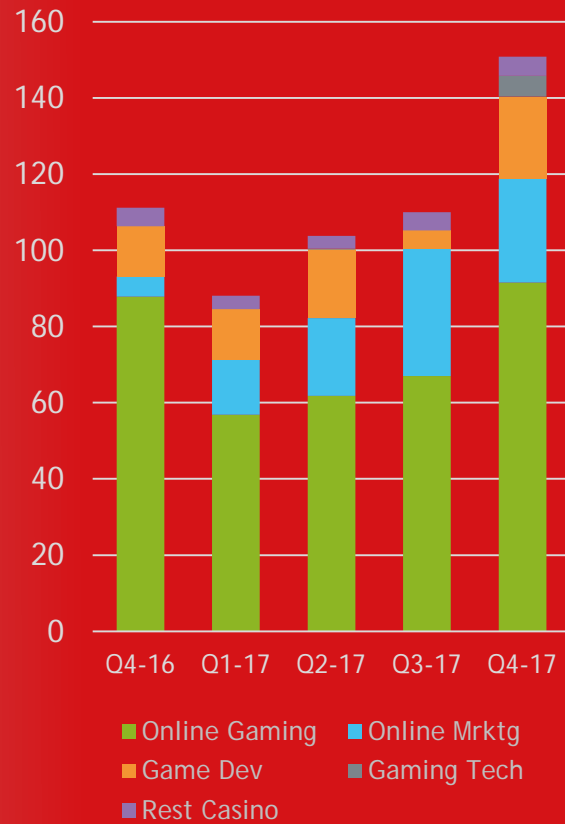
# A quarter characterized by integration

## Stable sequential growth

Revenue per business area, SEK M



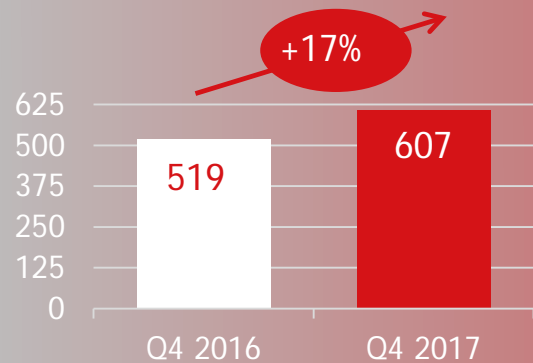
EBITDA per business area, SEK M



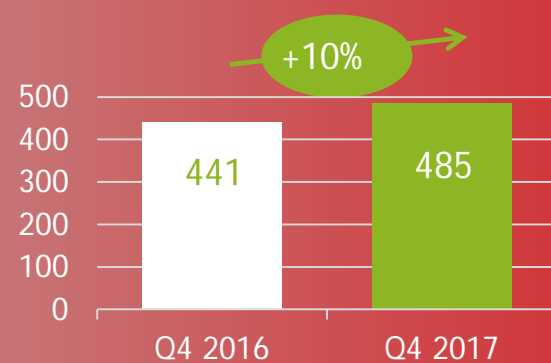
# Continued strong revenue growth

## Diversified platform creates value

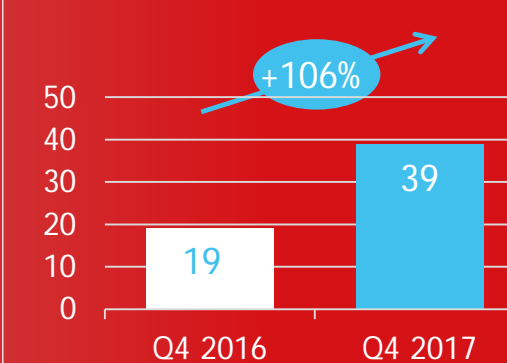
SEK M Cherry Group



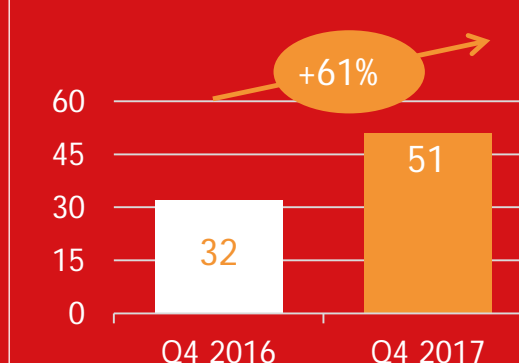
SEK M Online Gaming



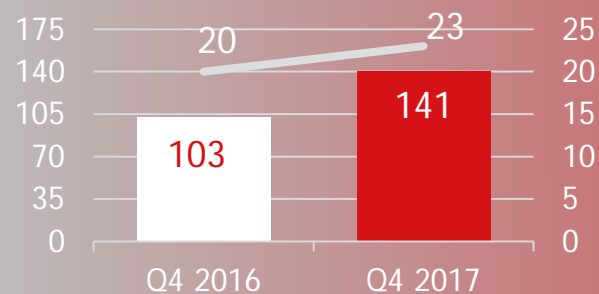
SEK M Online Marketing



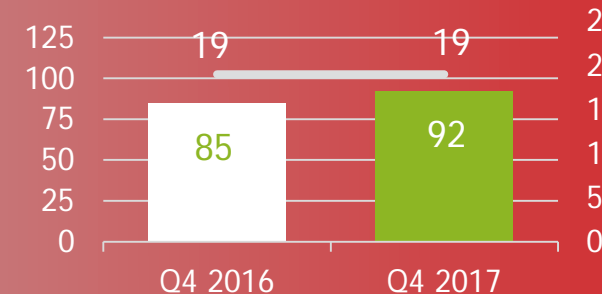
SEK M Game Development



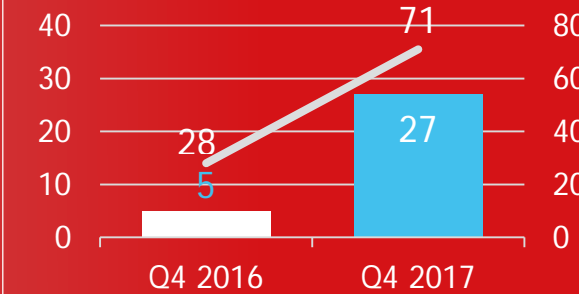
SEK M EBITDA %



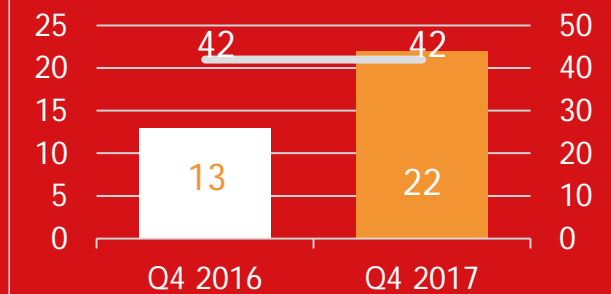
SEK M EBITDA %



SEK M EBITDA %



SEK M EBITDA %





# Our financial position

Q4 2017

- Cash: 299 MSEK (306)
- Interest bearing liabilities: 1,743 MSEK (470)
- Equity: 1,242 MSEK (477)
- Solidity: 34% - proforma 37%





# Thank you for listening

## Questions?

comeon!

 YGGDRASIL

**HIGHLIGHT**  
GAMES

 Game Lounge Limited

xcaliber

 Cherry  
Spelglädje

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# Cherry

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

### Financial calendar

- 2017 Annual Report 17 Apr 2018
- Interim report Q1 2018 3 May 2018
- 2018 Annual General Meeting 9 May 2018
- Interim report Q2 2018 16 August 2018
- Interim report Q3 2018 31 October 2018
- Interim report Q4 2018 13 February 2019