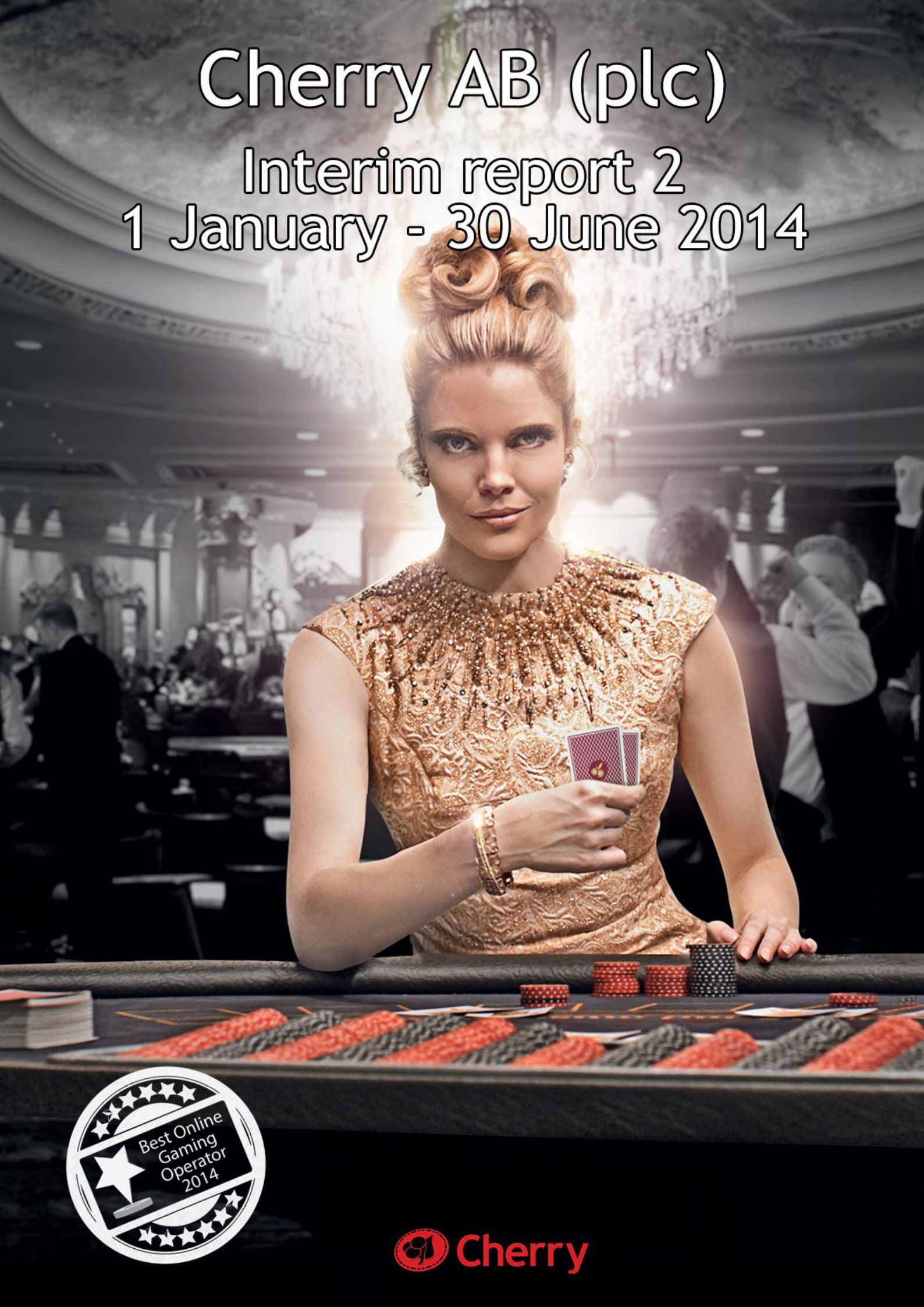


Cherry AB (plc)

Interim report 2
1 January - 30 June 2014



Highlights

Second quarter - New turnover records across all business areas

- Group turnover increased by 24 percent which amounted to MSEK 76.4 (61.6).
- EBITDA amounted to MSEK -4.1 (-9.2). EBIT amounted to MSEK -7.7 (-10.9).
- The result after tax amounted to MSEK -7.1 (-9.3) equivalent to SEK -0.54 (-0.71) per share after dilution.
- Online Gaming grew by 38 percent and deposits increased by 38 percent.
- Restaurant Casino increased turnover by 9 percent and EBIT increased by 21 percent.
- JPC Casino was acquired.
- Yggdrasil Gaming signed three new contracts during Q2 and went live with one new operator.
- During the quarter MSEK 51.2 (143.4) was transferred to the shareholders, corresponding to SEK 4.00 per share (11.20).
- The Group cash amounted to MSEK 54.8 (106.7) at the end of the period.

Six-month interim period - Strong growth within Online Gaming and Yggdrasil signed several new agreements

- Group turnover increased by 23 percent and amounted to MSEK 149.4 (121.4).
- EBITDA amounted to MSEK -8.4 (-8.9). EBIT amounted to MSEK -15.3 (-12.2).
- The result after tax amounted to MSEK -15.2 (-11.3) equivalent to SEK -1.15 (-0.86) per share after dilution.
- Online Gaming grew by 40 percent and deposits increased by 43 percent.
- Yggdrasil Gaming signed seven new contracts and went live with three new operators.
- Cherry was awarded the 2014 "Online Gaming Operator" by International Gaming Awards.

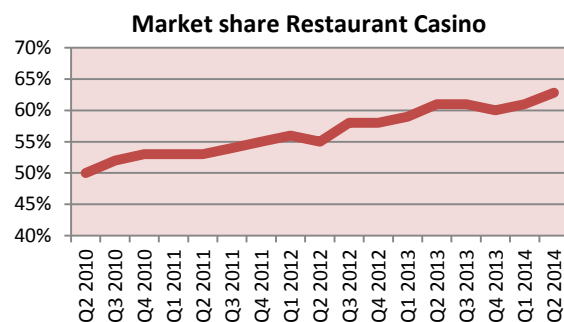
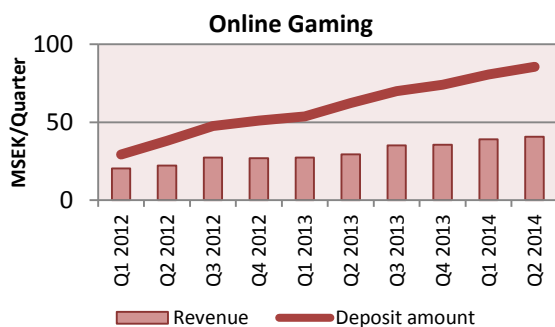
Events after the end of the second quarter

- The Swedish Sports Alliance has received a license for the new lottery "Klubblo", which will be released in Q3.
- Yggdrasil Gaming went live with major operators Unibet and MrGreen.
- Cherry took over the operations from JPC Casino on the 1st of July and the result is consolidated as of Q3.

Group	Q2 2014	Q2 2013	Jan-Jun 2014	Jan-Jun 2013	Full year 2013
Revenue	76.4	61.6	149.4	121.4	266.3
EBITDA	-4.1	-9.2	-8.4	-8.9	-24.0
Earnings per share	-0.54	-0.71	-1.15	-0.86	-2.53
Cash	54.8	106.7	54.8	106.7	68.4

Online Gaming	Q2 2014	Q2 2013	Jan-Jun 2014	Jan-Jun 2013	Full year 2013
Revenue	40.6	29.4	79.7	56.8	127.5
EBITDA	-5.2	-9.3	-9.3	-9.5	-28.1
Deposit amount	86.0	62.3	166.5	116.1	260.1
New customers	34 847	37 727	78 167	70 421	164 782
Active players	21 949	17 753	21 949	17 753	23 347

Restaurant Casino	Q2 2014	Q2 2013	Jan-Jun 2014	Jan-Jun 2013	Full year 2013
Revenue	35.0	32.1	68.3	64.5	138.3
EBITDA	4.0	3.2	7.1	6.8	16.0
Number of casino venues	249	245	249	245	257



The figures are adjusted for divested operations unless specified.

The CEO comments on the second quarter

It has been a very positive first six months of 2014 and we can conclude that all business areas set new sales records. Online Gaming continues to grow faster than the market and Yggdrasil has signed a number of new contracts. Cherry's journey as a fast-growing online company continues.

Within the Online Gaming business area, Cherry's products have been well received by the market and are now discovered by more and more players. Both CherryCasino.com and SpilleAutomater.com have developed strongly. CherryCasino has introduced a new personal identification in the form of "The distinguished gentleman" and the mountain gorilla named Uncle Cherry, guaranteeing an exciting gaming experience. At the end of the interim period, EuroLotto.com was migrated to Cherry's platform and the offer has been supplemented by a large number of new games, which resulted in an increased customer intake. This has contributed to substantial growth of 38 percent within the Online Gaming business area. Continued strong marketing investment and bonus expense related to customer acquisition burdens the result. However, with increasing volumes the margins will continue to improve.

Restaurant Casino continues to impress with a growth rate of 9 percent. The new payment solutions with faster transactions and greater reliability that were introduced during the period helped to contribute positively to the growth. Starting July 1, the acquired operations from JPC Casino were integrated, which will contribute to a further increase in sales as of the third quarter. Including JPC Casino, Cherry's market share of the Swedish land-based restaurant casino market now amounts to as much as 67 percent.

As Yggdrasil continues to deliver exciting new games and sign new agreements, revenues will increase. Games like Jokerizer, Winter Berries, Fruitoids and Magic Mushrooms are played every day by thousands of active players. In 2014, Yggdrasil have so far delivered four unique slots and signed 14 agreements. Today the games are available on 15 different casinos with six different operators. As a natural next step, Yggdrasil has opened an office in Gibraltar, where several of the largest European operators are established. I look forward to seeing the development of this young, burgeoning company.

In August, Klubblo received the necessary gaming license from the Swedish Gaming Board. Together with the Swedish Sports Alliance and the media group Metro, Cherry will contribute to the financing of Swedish sports associations by offering exciting online and mobile games. Keep your eyes open for this autumn's launch of Klubblo, the athlete's own lottery.

We are now looking forward to continuing to spread fun and excitement to all our loyal and wonderful customers. We make players happy!

Emil Sunvisson, CEO



The Group
Second quarter

The Group's turnover increased by 24 percent to MSEK 76.4 (61.6). EBITDA for the Group amounted to MSEK -4.1 (-9.2) and EBIT amounted to MSEK -7.7 (-10.9).

The Group's consolidated profit after financial items amounted to MSEK -6.3 (-8.7) and profit after tax amounted to MSEK -7.1 (-9.3), equivalent to SEK -0.54 (-0.71) per share after dilution and minority interest.

Six-month interim period

The Group's turnover increased by 23 percent and amounted to MSEK 149.4 (121.4). EBITDA for the Group amounted to MSEK -8.4 (-8.9) and EBIT amounted to MSEK -15.3 (-12.2).

The Group's consolidated profit after tax amounted to MSEK -15.2 (-11.3) equivalent of SEK -1.15 (-0.86) per share after dilution and minority interest.

Return on equity was -11 percent (-4) and on total assets -10 percent (-3). The Group's consolidated liquid funds amounted to MSEK 54.8 (106.7) at the end of the period and equity/assets ratio percent was 65 (80).

Business Areas

Cherry's operations are divided into the following business areas: Online Gaming, Restaurant Casino, Yggdrasil Gaming and Development Projects.

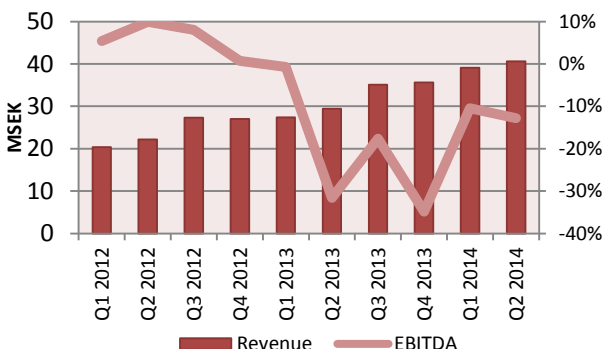
Online Gaming and six-month interim period

Online casino and lottery on computers, tablets and mobiles on the sites: www.CherryCasino.com, www.EuroSlots.com, www.EuroLotto.com and www.SpilleAutomater.com. Web Resorts offers games on sites including www.NorgesSpill.com and www.NordicSlots.com.



Second quarter

During the second quarter, turnover increased by 38 percent and amounted to MSEK 40.6 (29.4). EBITDA amounted to MSEK -5.2 (-9.3) and EBIT amounted to MSEK -6.8 (-10.0).



Online Gaming continued to grow during the second quarter and deposits increased by 38 percent and amounted to MSEK 86.0 (62.3). The number of active customers increased by 24 percent and amounted to 21,949 (17,753). During the second quarter the number of new customers amounted to 34,847 (37,727) and the number of registered customers amounted to 397,188 (224,660) at the end of the quarter. Marketing activities for Online Gaming during the first quarter amounted to MSEK 21.0 (18.8). Above all, significant marketing spend on CherryCasino.com and SpilleAutomater.com has resulted in a large increase in customer intake and deposits. The high bonus costs for new customers have negatively affected the turnover and EBIT. Cherry's work with customer loyalty programs has been intensified to increase profitability of the existing customer base.

During the six-month interim period, turnover increased by 40 percent and amounted to MSEK 79.7 (56.8). EBITDA amounted to MSEK -9.3 (-9.5) and EBIT amounted to MSEK -12.4 (-10.9).

Cherry will continue to prioritize growth over profit, but for 2014, we expect improved margins versus 2013.

Important events during the second quarter and six-month interim period

- In June, EuroLotto was transferred to Cherry's platform, which presently offers more than 200 games. Through the new site: scratch cards, Keno, Table games, Slots and Jackpot games are offered, along with the Daily lottery with a jackpot of at least 25 million euro. Out of total 87 404 registered players were 45 403 players migrated to Cherry's platform and 42 001 players were defined as inactive and was thereby removed from number of registered players key ratio concerning 2011 and 2012.



- Cherry was awarded the 2014 "Online Gaming Operator" by International Gaming Awards.

Acquisition of Web Resorts

On November 7, 2013, Cherry acquired and took possession of 49 percent of the shares of Web Resorts NV (Curacao). With the acquisition followed several domains, agreements and gaming sites, including NordicSlots.com and NorgesSpill.com.

The result is consolidated in the Cherry Group as of the closing date on November 7 2013. Web Resorts continues to develop positively. The acquisition contributed to increased turnover of MSEK 5.8 (0.0) and EBIT of MSEK 5.1 (0.0) during the six-month interim period. The acquisition is expected to have the following effect on Cherry’s assets and liabilities:

MSEK	Reported values in acquired operation	Fair Value
Current Assets	0,0	0,0
Brands		1,8
Gaming agreement		10,5
Deferred tax		-0,2
Identified net assets	0,0	12,1
Goodwill		25,0
Purchase price		37,1
Unconditional purchase price to be paid during 2014		-4,5
Conditional purchase price, linked to targets 2014		-7,6
Net effect on cash		25,0

The purchase balances are not definitive

Restaurant Casino

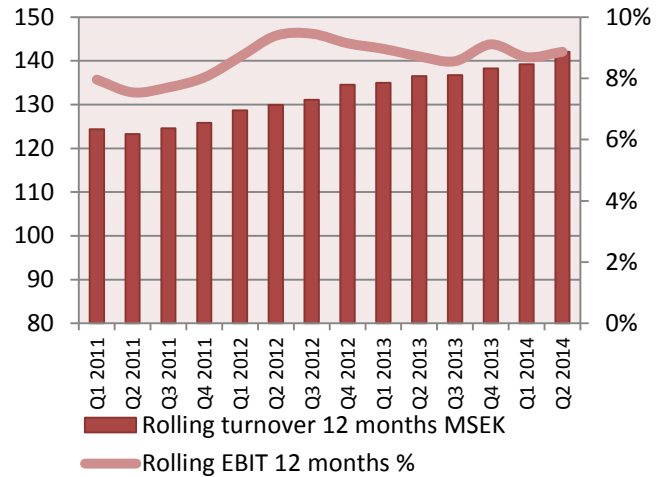
Traditional casino table games (blackjack and roulette) operated in approximately 250 Swedish restaurants, nightclubs and hotels. Cherry also offers Event Casino for companies and private individuals.



Second quarter and six-month interim period

During the second quarter 2014, turnover increased by 9 percent and amounted to MSEK 35.0 (32.1). EBITDA increased by 25 percent and amounted to MSEK 4.0 (3.2) and EBIT increased by 21 percent and amounted to MSEK 2.9 (2.4). The increase is partly explained by the new faster sales terminals that allow faster transactions at the gaming tables. The business is developing positively.

During the six-month interim period, turnover increased by 6 percent and amounted to MSEK 68.3 (64.5). EBITDA amounted to MSEK 7.1 (6.8) and EBIT amounted to MSEK 5.1 (5.1).



Important events during the second quarter and six-month interim period

- Cherry’s market share increased and amounted to 63 percent (61) of the active gaming tables according to the 2014 June statistics from the Swedish Lotteries and Gaming Authority. At the end of the quarter, Cherry had casinos at 249 gaming venues (245) with a total of 353 gaming tables (352). Including the acquired JPC Casino the number gaming venues amounts to 270 and the number of gaming tables to 375, which is equivalent to 67 percent of the market.
- During the second quarter, Cherry entered into eight new restaurant casino agreements in Sweden. Cherry closed three casino venues in Q2 due to poor profitability, lost alcohol permits, bankruptcy or concept changes for the gaming location, while seven gaming venues closed for the season. Among the agreements signed were Koriander in Karlstad and Harrys in Oskarshamn and Oxelösund.
- On the 1st of July, 23 gaming venues were taken over from the acquired JPC Casino.

Yggdrasil Gaming

Yggdrasil Gaming develops online, mobile and tablet games. It is licensed in Malta and Curacao and sells and distributes its products to various gaming operators.

Second quarter and six-month interim period

During the second quarter Yggdrasil signed three new contracts, whereof one with Starfish Media. During July/August agreements with six new gaming operators, of which one is CO-Gaming (ComeOn), were also signed. During the quarter, VideoSlots was deployed.

Yggdrasil previously went live with several operators, including LeoVegas, Vera&John and Cherry.

Yggdrasil Gaming has signed a total of 14 agreements, of which six game operators are now deployed including the operators Unibet and Mr Green which have gone live with games from Yggdrasil after the end of the quarter.

Yggdrasil opened an office in Gibraltar, where several of the largest European operators are based and licensed.

In order to increase the roll-out of new games and further improve the quality, a development center was set up in Poland.



During the quarter, the game "Fruitoids" was successfully launched online and on mobile.

After the end of the quarter the game "Magic Mushrooms" was released.



Yggdrasil's game portfolio now consists of 12 Video Keno, 12 video scratch cards, Lotto 7 with live draw, Lotto7 Express with direct draw and 5 video slots. Yggdrasil Gaming, in addition to being available in multiple Western languages, has also been translated into Japanese, Thai and Vietnamese.

During the second quarter turnover amounted to MSEK 1.0 (0.0) where MSEK 0.2 was internal revenue from Cherry's gaming sites. EBITDA amounted to MSEK -0.6 (-0.4) and EBIT amounted to MSEK -1.5 (-0.4).

During the six-month interim period, turnover amounted to MSEK 1.9 (0.0) where MSEK 0.6 was internal revenue from Cherry's gaming sites. EBITDA amounted to MSEK -1.8 (-1.1) and EBIT amounted to MSEK -3.5 (1.1).

Yggdrasil is still in start-up mode. The revenue is expected to increase as more gaming operators are signed and launched, and more games are released.

Yggdrasil Gaming is operated as an autonomous company within the Cherry group. Cherry's share of ownership was 92 percent at the end of the quarter. Key personnel within Yggdrasil have options to subscribe to new shares, which would reduce Cherry's ownership to 86.3 percent.

Development projects

Cherry has a number of development projects aimed at creating new services and products to support Cherry's business concept and growth strategy. Until the product/service has been launched and established, the costs are taken centrally in the Group and are reported as "Development Projects" to make it transparent how much is being generated by the Group's business areas.

Six-month interim period

Revenues within Development Projects amounted to MSEK

0.0 (0.0) and EBIT to MSEK 0.0 (0.0). Svenska Klubbspel AB is reported as an associated company.

The Swedish sports lottery "Klubblo"

The sports lottery, Klubblo, is a new Swedish lottery. The lottery will operate under a Swedish license and lottery tickets will be sold online through mobile phones and computers. The lottery gains credibility and legitimacy, as the player chooses beneficiaries of the lottery surplus. Currently, the Sports Alliance members consist of 26 sports federations, which means that Klubblo reaches approximately 4,000 sports associations with approximately 1 million active members.



In August the Sports Alliance received a gaming license from the Swedish Gaming Board. The launch of the lottery will take place during the third quarter of 2014.

The media group Metro and Cherry are jointly responsible for the development, operations and marketing of the lottery through its joint venture company Svenska Klubbspel AB. Svenska Klubbspel AB is reported as an associated company where Cherry owns fifty percent and earnings from shares in the company amounted to MSEK -1.1 (-0.3). Cherry has until the end of the interim period invested MSEK 7.8 (0.0) in Svenska Klubbspel AB.

Cash and liabilities

The Group's consolidated cash amounted to MSEK 54.8 (106.7) on June 30. Player liability amounted to MSEK 4.8 (3.4). Interest bearing liabilities amounted to MSEK 4.7 (0.7). During the second quarter MSEK 51.2 (143.4) was transferred to the shareholders.

Staff and Organization

The average number of employees for the Group (calculated as fulltime positions) during the period was 187 (165). The total number of employees at the end of the period was 699 (624).

Risks and Uncertainties

For a description of the risks and uncertainties please see the 2013 Annual Report, available on the company website.

The Parent Company

The parent company provides and sells internal services to other group companies in the areas of finance, accounting, administration and management, and also has some external licensing revenues. Turnover for first quarter amounted to MSEK 1.6 (1.0) and profit after financial items amounted to MSEK -2.1 (-88.5). The parent company's investments in non-current assets amounted to TSEK 8 (104). Cash and liquid funds amounted to MSEK 47.6 (77.3) at the closing date.

Outlook

Cherry's Online Gaming business area is expected to grow faster than the general online gaming market. In January

2014, H2 Gambling Capital estimated that the European online gaming market would grow by 10 percent during 2014. Online gaming is exposed to intense competition and subject to a regulatory environment that may change rapidly in the different European countries.

The legal situation for gaming on the internet changes continuously by geographical markets. There is continued pressure on countries within the EU to adapt their domestic legislation to applicable EU law, with free movement of goods and services. Several countries have announced that they work with new legislation that will be consistent with EU requirements.

The market for Restaurant Casino has a continued negative growth and there is some local competition. Cherry expects to maintain or increase its market share through acquisitions and taking over venues from competitors. Cherry believes that an adjustment of maximum allowed bets will be made during the next term of office.

The business area of Yggdrasil Gaming is expected to grow faster than the market and market growth is expected to follow the development of online gaming, which is estimated at about 10 percent per year.

Cherry will launch several products/services that fall within the business area Development Projects and that support Cherry's business concept and growth strategy.

For further information see the Annual Report for 2013. Cherry has not issued a forecast for 2014.

Financial calendar 2014

Cherry intends to distribute financial reports and statements on the dates below:

- Interim report 3, Thursday, November 6, 2014
- Full year report/Interim report 4, Wednesday, February 18, 2015

Accounting principles

Cherry applies IFRS, which is adopted by the EU. This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting. The Parent Company applies the same principles as the Group apart from the exceptions in paragraph of RFR 2; Reporting for legal persons. Starting in the fourth quarter of 2012 the Group applies IFRS 5 as a consequence of the divestment of the Maritime Gaming segment and the Automaten sites. IFRS 5 specifies how the divested operations shall be presented and the information to be provided for discontinued operations. Income from discontinued operations shall be presented separately in the income statement, and in the company income statement it is listed under the item "Income from discontinued operations" (net of tax).

Information about the Group's accounting and valuation principles, the annual report 2013, published April 17th, 2014, is available on the company website.

This report has not been subject to a review by the auditors. All figures in this report are in million SEK unless otherwise specified.

Numbers in parenthesis indicate the amount of the corresponding period for the previous year.

Translation

This is a translation of the Swedish original.

Stockholm, 27 of August, 2014

Emil Sunvisson
CEO Cherry AB (PLC)
Phone +46 8-514 969 50
Mail: emil.sunvisson@cherry.se

Cherry in brief

Cherry is a Swedish gaming company established in 1963 specialized in online casinos and online lotteries; (www.cherrycasino.com, www.EuroLotto.com, www.euroslots.com, www.SpilleAutomater.com, www.NordicSlots.com, www.NorgesSpill.com and www.Klubblo.se) and games development (www.yggdrasil.com) through subsidiaries in Malta. Cherry is the market leader in casinos in restaurants and nightclubs in Sweden. Cherry employs around 700 people and has more than 2 400 shareholders. The Company's B-shares are listed on AktieTorget.

Amounts in SEK million unless otherwise specified

Consolidated income statement (remaining operations)	Q2 2014	Q2 2013	Jan-June 2014	Jan-June 2013	Full year 2013	Full year 2012
Total operating revenues	76,4	61,6	149,4	121,4	266,3	231,5
Cost of sales	-27,1	-26,0	-54,2	-50,4	-10,9	-89,4
Gross profit	49,3	35,6	95,2	71,0	155,4	142,1
Marketing expenses	-21,4	-19,3	-41,6	-29,7	-69,2	-35,6
Personnel expenses	-28,3	-20,7	-52,2	-41,5	-90,0	-75,9
Other expenses	-3,7	-4,8	-9,8	-8,7	-20,2	-18,7
Operating income (EBITDA)	-4,1	-9,2	-8,4	-8,9	-24,0	11,8
Depreciation and amortisation	-3,6	-1,7	-6,9	-3,3	-9,9	-5,7
Operating profit/loss (EBIT)	-7,7	-10,9	-15,3	-12,2	-33,9	6,1
Financial items	1,4	2,2	1,1	1,4	1,8	-3,8
Profit before tax	-6,3	-8,7	-14,2	-10,8	-32,1	2,3
Tax	-0,8	-0,6	-1,0	-0,5	-1,6	-0,2
Profit after tax	-7,1	-9,3	-15,2	-11,3	-33,7	2,1
Profit for divested operations	0,0	0,0	0,0	26,4	25,5	28,2
Attributable to:						
Parent company shareholders	-7,0	-9,2	-14,9	15,2	-7,9	30,4
Minority interest	-0,1	-0,1	-0,3	-0,1	-0,3	0,0
Profit after tax	-7,1	-9,3	-15,2	15,1	-8,2	30,4
Earnings per share from remaining operations before dilution (SEK)	-0,57	-0,73	-1,21	-0,89	-2,66	0,17
Earnings per share from remaining operations after dilution (SEK)	-0,54	-0,71	-1,15	-0,86	-2,53	0,16
Earnings per share from total operations before dilution including divested operations (SEK)	-0,57	-0,74	-1,21	1,17	-0,66	2,37
Earnings per share from total operations after dilution including divested operations (SEK)	-0,54	-0,70	-1,15	1,14	-0,63	2,30
Statement of total income	Q2 2014	Q2 2013	Jan-June 2014	Jan-June 2013	Full year 2013	Full year 2012
Profit/loss for the period	-7,1	-9,3	-15,2	15,1	-8,2	30,4
Translation gains/losses on consolidation, overseas operations	-0,5	4,6	-0,6	-3,2	-4,9	-12,8
Total income for the period	-7,6	-4,7	-15,8	11,9	-13,1	17,6
Group per segment/business area	Q2 2014	Q2 2013	Jan-June 2014	Jan-June 2013	Full year 2013	Full year 2012
Revenues						
Online Gaming	40,6	29,4	79,7	56,8	127,5	96,9
Restaurant Casino	35,0	32,1	68,3	64,5	138,3	134,5
Yggdrasil Gaming	1,0	0,0	1,9	0,0	0,3	0,0
Elimination, internal revenues from Yggdrasil to Cherry	-0,2	0,0	-0,6	0,0	0,0	3,0
Development Projects	0,0	0,0	0,0	0,0	0,0	0,0
Group-wide	0,0	0,1	0,1	0,1	0,2	0,1
The Group	76,4	61,6	149,4	121,4	266,3	231,5
Operating profit/loss before depreciation and amortization (EBITDA)						
Online Gaming	-5,2	-9,3	-9,3	-9,5	-28,1	5,6
Restaurant Casino	4,0	3,2	7,1	6,8	16,0	15,0
Yggdrasil Gaming	-0,6	-0,4	-1,8	-1,1	-2,5	-0,4
Development Projects	0,0	0,0	0,0	0,0	0,0	0,0
Group-wide	-2,3	-2,7	-4,4	-5,1	-9,4	-8,4
The Group	-4,1	-9,2	-8,4	-8,9	-24,0	11,8
Operating profit/loss (EBIT)						
Online Gaming	-6,8	-10,0	-12,4	-10,9	-33,0	3,0
Restaurant Casino	2,9	2,4	5,1	5,1	12,6	12,3
Yggdrasil Gaming	-1,5	-0,4	-3,5	-1,1	-3,8	-0,4
Development Projects	0,0	0,0	0,0	0,0	0,0	0,0
Group-wide	-2,3	-2,9	-4,5	-5,3	-9,7	-8,8
The Group	-7,7	-10,9	-15,3	-12,2	-33,9	6,1

Amounts in SEK million unless otherwise specified

Consolidated balance sheet	2014-06-30	2013-06-30	2013-12-31
Intangible assets	51,6	14,8	52,4
Property, plant and equipment	11,7	6,8	6,8
Share in Associated companies	1,9	0,0	1,5
Other long-term receivables	0,9	0,4	0,9
Inventories	0,3	0,6	0,4
Current receivables	46,2	121,6	103,4
Cash and liquid assets (SEK million)	54,8	106,7	68,4
Total assets	167,4	250,9	233,8
Shareholders' equity	108,8	200,6	175,8
Long-term interest bearing liabilities	3,4	0,8	0,4
Deferred tax payables	0,6	11,4	0,7
Current interest bearing liabilities	1,3	0,7	0,7
Other current liabilities	53,3	37,4	56,2
Total equity and liabilities	167,4	250,9	233,8
Consolidated cash flow statement (total operations)	Jan-June 2014	Jan- June 2013	Full year 2013
Profit after financial items	-14,2	15,6	-6,5
Adjustments for non-cash items	5,9	-15,2	-10,9
Taxes paid	-1,1	-0,3	-0,6
Cash flow from operating activities before changes in working capital	-9,4	0,1	-18,0
Changes in working capital	-5,6	-20,8	-6,3
Cash flow from operating activities	-15,0	-20,7	-24,3
Net investments	-9,8	-6,1	-12,9
Investment in acquisition of subsidiaries/associated companies	-1,5	0,0	-27,3
Change in long-term receivables	0,0	0,0	0,4
Sales of shares and property, plant and equipment	60,0	217,7	216,4
Cash flow from investing activities	48,7	211,6	176,6
New share issue	0,0	0,0	0,1
Dividend/Redemption programme	-51,2	-143,4	-143,4
Change in long-term liabilities	3,6	-0,3	-0,6
Cash flows from financing activities	-47,6	-143,7	-143,9
Change in cash and cash equivalents	-13,9	47,2	8,4
Cash and liquid assets at beginning of period	68,4	59,1	59,1
Exchange rate differences	0,3	0,4	0,9
Cash and liquid assets at end of period	54,8	106,7	68,4
Attributable to divested business	Jan-June 2014	Jan- June 2013	Full year 2013
Cash flow from operating activities	0,0	9,5	8,6
Cash flow from investment activities	60,0	216,7	215,4
Cash flow from financial activities	0,0	0,0	0,0
Changes in Group equity	2014-06-30	2013-06-30	
Opening balance	175,8	332,1	
Acquisition of minority	0,0	0,0	
Dividend	-51,2	-143,4	
Total profit/loss	-15,8	11,9	
Equity, end of period	108,8	200,6	
Attributable to:			
Parent company shareholders	109,3	200,6	
Minority interest	-0,5	0,0	
Total equity	108,8	200,6	

Group key performance indicators

	Jan-June 2014	Jan- June 2013	Full year 2013	Full year 2012	Full year 2011
	2014-06-30	2013-06-30	2013-12-31	2012-12-31	2011-12-31
Number of outstanding shares at the end of the period (thousands)	12 803	12 803	12 803	12 803	12 803
Average number of outstanding shares during the period (thousands)	12 803	12 803	12 803	12 803	12 803
Number of own shares	0,0	0,0	0,0	0,0	0,0
Number of registered shareholders	2 358	2 429	2 329	1932	1956
Published price at the end of the period (SEK)	31,00	22,00	31,20	29,00	17,70
Earnings per share before dilution (remaining operations)	-1,21	-0,89	-2,66	0,17	-1,29
Earnings per share after dilution (remaining operations)	-1,15	-0,86	-2,53	0,16	-1,29
Earnings per share from total operations before dilution including divested operations (SEK)	-1,21	1,17	-0,66	2,37	2,81
Earnings per share from total operations after dilution including divested operations (SEK)	-1,15	1,14	-0,63	2,30	2,81
Cash flow per share (SEK)	-1,09	3,68	0,66	2,33	0,33
Equity per share (SEK)	8,50	15,67	13,73	25,95	25,42
Executed dividend/redemption programme per share (SEK)	4,00	11,20	11,20	0,75	0,75
Return on equity (percent)	-11	-4	-13	1	-5
Return on total capital (percent)	-10	-3	-10	1	-4
Return on capital employed (percent)	-7	-4	-13	1	-5
Operating margin (EBITDA, percent)	-5,6	-7,4	-9,0	5,1	-7,3
Operating margin (EBIT, percent)	-10,2	-10,1	-12,7	2,7	-9,7
Profit margin (percent)	-9,5	-8,9	-12,0	1,0	-10,3
Equity/assets ratio (percent)	65	80	75	86	70
Quick ratio (percent)	184	462	303	87	87
Net investments (SEK million)	-9,8	6,1	40,2	15,1	6,1
Cash and liquid assets (SEK million)	54,8	106,7	54,8	59,0	30,4
Average number of employees (full-time equivalents)	187	165	179	160	145
Number of employees at end of period	699	624	706	677	656
Restaurant Casino					
Number of venues Cherry operates casino in Sweden	249	245	257	243	240

Online Gaming:

	Q2 2014	Q12014	Q4 2013	Q3 2013	Q2 2013	Q12013
**Number of registered customers at end of period	397 188	362 341	319 021	278 712	224 660	186 933
Number of new registered customers during the period	34 847	43 320	40 309	54 052	37 727	32 694
*Number of active players during the period	21 949	22 095	23 347	18 348	17 753	20 001
Deposit amount (SEK million) during the period	86,0	80,5	74,0	70,0	62,3	53,8

Online Gaming:

	Q4 2012	Q3 2012	Q2 2012	Q12012
**Number of registered customers at end of period	154 239	126 284	106 300	84 942
Number of new registered customers during the period	27 955	19 984	21 358	24 155
*Number of active players during the period	15 016	13 555	17 519	16 966
Deposit amount (SEK million) during the period	51,0	47,5	38,1	29,3

*An active customer is defined as a customer who has played for money, during the last three months.

** Due to the migration of EuroLotto.com to Cherrys own platform in June 2014, 42 001 registered players from 2011 and 2012, were removed as registered customers.