

Interim Report – Second Quarter
Six-month
January 1 – June 30, 2010

Cherryföretagen AB (publ)
Stockholm, August 30, 2010



Cherryföretagen's business concept is based on creating a fun and exciting gaming experience through physical gaming, Internet gaming, lotteries, events and competitions via its subsidiaries and partners.

All figures in this report are in SEK. Numbers in parenthesis indicate the corresponding period of the previous year.

Highlights

Second quarter interim report;

- Group turnover, including AutomatGruppen from first of April, increased with 52.2 percent and amounted to MSEK 103.6 (68.1).
- EBITDA increased with 135 percent and was MSEK 9.4 (4.0). EBIT amounted to MSEK 6.5 (1.1).
- Profit after financial items amounted to MSEK 5.3 (1.1) and second quarter results rose to MSEK 7.2 (1.0) equivalent SEK 0.74 (0.23) per share after minority interests.
- AutomatGruppen, has during Q2 been successfully integrated into Cherry operations in Malta.
- The number of registered customers within business segment Online Gaming amounted on June 30 to 74 884. The number of new customers during the period amounted to 6 944 and the number of active clients were 13 574. Deposits in Q2 amounted to MSEK 131.3.
- Restaurant Casino in Sweden has, in Q2, strengthens its market leading position. According to the Swedish National Gaming Board's latest report (June 2010), Cherry's Restaurant Casino in Sweden now has a 50 % market share, an increase from 47 percent compared to March 2010.
- Cherry has in the Q2, 2010 increased the number of restaurant casinos in Sweden and further signed 18 new restaurant casino agreements with Gutekällaren in Gotland, Le Bon Palais in Stockholm, Butler in Trollhättan, Harry's in Hässleholm and SoHo Club in Uddevall etc.
- Cherry renewed its contract with Harrys Pubar AB for an additional three-year period. Cherry continues to have the exclusive rights to conduct gaming on all existing and future pubs / restaurants in Harry's group.
- Cherry implemented in June a new cash register system for all gaming tables. Checkout systems consists of a mobile credit card terminal with built in cash programs and custom made casino functionality. This is expected to lead to increased sales due to the card terminals and will also provide improved control and monitoring capabilities

Six-month interim report;

- Group turnover, including AutomatGruppen from first of April, increased with 23.5 percent and amounted to MSEK 157.8 (127.8).
- EBITDA increased with 75.5 percent and was MSEK 9.3 (5.3). EBIT increased and amounted to MSEK 3.6 (-0.6). *In the results for the period the acquisition cost for AutomatGruppen, amounting to MSEK 1.4, is included.*
- Profit after financial items amounted to MSEK 2.5 (-0.8) and results increased to MSEK 5.3 (-0.9) equivalent SEK 0.84 (-0.17) per share after minority interests.
- On March 31, 2010, Cherry completed the acquisition of AutomatGruppen. *(Cherry is entitled to the revenues from AutomatGruppen as of January 1, 2010, but operations are not consolidated in the Cherry Group until the date of the acquisition, March 31, in accordance with IFRS).*



A Word from the CEO, Gunnar Lind

Our second quarter has been very exciting. Automatgruppen, including the brands; SverigeAutomaten, NorgesAutomaten and DanmarksAutomaten is, beginning April 1st, now a part of Cherry's operational activities. During Q2, we have worked hard to ensure that the integration between the companies in Malta will run as smooth as possible and we can now take advantage of the strengths and opportunities that exist in each organization. In my opinion, the process has gone very well. We have jointly developed a new business plan that is challenging, yet realistic. The results for Online Gaming were in line with our expectations, despite that Q2, a traditionally weak quarter for online casino, is Cherry's focus area.

With this start and the results produced so far this year, I think I can promise that our new employees now have full focus on the development of Cherry's online gaming and that it will happen a lot within the Cherry group in order to create more joy of gaming through new products and services.

Taken together, Cherry shows a result that is in line with our expectations. We still have areas where the recession, as well as the strengthened Swedish krona against the euro has had an effect on Cherry's performance. Our maritime operation is the area that is most affected by the economic situation and the strong Swedish krona. At the same time, when I meet our customers in Europe, I note that Sweden, in many respects, is ahead of Europe in the economic cycle. When Sweden believes that the economic situation has improved, there are countries that continue to face many challenges. Across the maritime segment one now foresees a more positive future. The question is not if - but when it turns. This is reflected in the, at present, fairly constant number of ferries and ships under construction. The shipping companies are also starting to invest in new ships and ferries for the future and with new and modern ships they are preparing for greater volumes and more passengers. Cherry continues to rationalize and reduce costs in the Maritime Gaming segment but at the same time we have an ongoing dialogue with our customers in order to find new investment- and business opportunities.

Restaurant- & EventCasino has not significantly been affected by the recession. As I previously, at many occasions, have mentioned, we continue to try to contribute to a moment of entertainment and be a natural element in a pub, a restaurant or in a nightclub. Our profitability in this segment is good, but our underlying and structural problems remain. No one gets surprised if I once again refer this to the Swedish gaming legislation. The election is coming up and who knows, it could be that this issue once again will be debated and a serious attempt to modernize the legislation is made, so that a private operator, like Cherry, may continue to deliver the joy of gaming and contribute to excitement and socializing, still under great social responsibility.

The Group

Second quarter interim report;

The Group's turnover, including Automatgruppen from first of April, increased by 52.2 percent and amounted to MSEK 103.6 (68.1). Revenues from Restaurant & EventCasino were increased by 13.8 percent during second quarter. This is primarily due to the fact that Cherry took over new venues from competitors and the acquisition of Joker Casino. Revenues from Maritime Gaming were decreased by 21.4 percent. This was mainly due to the recession in shipping, with reduced freight volumes and fewer passengers. The Swedish "krona" has strengthened, which has a negative impact on revenues and profit when the majority of the maritime revenues are in EURO and GBP.

EBITDA for the Group rose by 135 percent and amounted to MSEK 9.4 (4.0) and EBIT rose by 472 percent and amounted to MSEK 6.5 (1.1). Group profit was charged with MSEK 0.2 in acquisition costs for Automatgruppen for the second quarter.

The groups consolidated profit after financial items amounted to MSEK 5.3 (1.1) and net income amounted to MSEK 7.2 (1.0) equivalent of SEK 0.74 (0.23) per share after minority interest .

The Group has, in the second quarter, concluded that a previously reserved tax claim in our Danish company - Cherry A / S, can be used for future tax debts and will have a positive effect on Q2, by SEK 0.9 million. Furthermore, the Group, by consolidating the companies in Malta, will improve its fiscal situation and as a consequence also reduce tax. Return on equity was 3 percent (-1) and on total assets 1 percent (-1).

Six-month interim report;

The Group's turnover, including AutomatGruppen from first of April, increase by 23.5 percent and amounted to MSEK 157.8 (127.8). Revenues from Restaurant & EventCasino were increased by 14.5 percent during period. Revenues from Maritime Gaming were decreased by 23.6 percent. This was mainly due to the recession in shipping, with reduced freight volumes and fewer passengers. The Swedish "krona" has strengthened, which has a negative impact on revenues and profit when the majority of the maritime revenues are in EURO and GBP.

EBITDA for the Group rose by 75.5 percent and amounted to MSEK 9.3 (5.3) and EBIT rose to MSEK 3.6 (-0.6). Group profit was charged with MSEK 1.4 in acquisition costs for AutomatGruppen for the period.

The groups consolidated profit after financial items amounted to MSEK 2.5 (-0.8) and net income amounted to MSEK 5.3 (-0.9) equivalent of SEK 0.84 (-0.17) per share after minority interest .

The Group has, in the second quarter, concluded that a previously reserved tax claim in our Danish company - Cherry A / S, can be used for future.

Business Segments

Cherry's operations are divided into three business segments and development projects

- Online Gaming - Cherry operate online casino from Malta through the sites SverigeAutomaten.com, NorgesAutomaten.com, DanmarksAutomaten.com and PlayCherry.com.
- Restaurant- & EventCasino - traditional casino gaming (blackjack, roulette) in Swedish restaurants and hotels, and Event Casino for companies and private individuals.
- Maritime Gaming - gaming on ships in international waters, chiefly the Baltic, English Channel/North Sea/Irish Sea and the Mediterranean.
- Development Projects - the various development projects within the Group are aimed at creating new services and products to support Cherry's business concept and strategy. Until the product/service has been launched and established, the costs are taken centrally in the Group and are reported for the segment as "Development Projects" to make it transparent how much is being generated by the Group's business segments.

Online Gaming

Cherry operate online casino from Malta through the sites SverigeAutomaten.com, NorgesAutomaten.com, DanmarksAutomaten.com and PlayCherry.com.

Second quarter and six-month interim report- Online Gaming

During the second quarter of 2010, revenues amounted to MSEK 41.6 and EBIT to MSEK 7.1. The number of registered customers within Online Gaming amounted on June 30 to 74 884. The number of new customers during the period amounted to 6 944 and the number of active clients were 13 574. Deposits in Q2 amounted to MSEK 131.3.

During Q2, marketing has increased compared with Q1. The online casino season during the second quarter is traditionally weak. Revenues from Online Gaming are in Euro and therefore both result and revenues are negatively affected by the appreciation of the Swedish krona against the euro.

Norway extended, on June 1st - 2010, its prohibitions against the promotion of foreign organized games. The ban have an impact on banks, since regular acquiring services, in connection with payments from gaming via credit and



bank cards to the online gaming companies, are prohibited. The purpose of the legislation is to “complicate” gaming. The law has had a temporary effect on Cherry's activities but, as assessed in the long run, will have marginal effects.

The companies within AutomatGruppen had a turnover of MSEK 48 and reported a profit of MSEK 12.8, before tax for Q1, 2010. Cherry is entitled to the revenues from AutomatGruppen as of January 1, 2010, but operations are not consolidated in the Cherry Group until the date of the acquisition, March 31, in accordance with IFRS.

The result was in line with the expectations Cherry had on the operation. The acquired companies' net sales for the full year 2010, remain estimated to approximately MSEK 150. The net profit remains expected to exceed MSEK 30.

Restaurant- & EventCasino

The Restaurant & EventCasino segment operates table games at 240 locations around Sweden (Blackjack and Roulette) where Cherry has 340 tables. Cherry is the market leader in restaurant casinos in Sweden with 50 percent of active gaming tables, making Cherry the largest private player on the Swedish market. The figures were supplied by the Swedish National Gaming Board, June 2010.

Second quarter and six-month interim report – Restaurant- & EventCasino

In the second quarter 2010, revenues increased by 13.8 percent to MSEK 30.5 (26.8). This is the fifth consecutive quarter of increased revenues. The increase in revenue is a result of Cherry having taken over new venues from competitors and due to the acquisition of Joker Casino. EBIT amounted to MSEK 2.2 (2.3).

For the six-month interim report revenues increased by 14.5 percent and amounted to MSEK 59.3 (51.8) and EBIT rose by 13.5 percent amounted to MSEK 4.2 (3.7).

Cherry has during Q2, 2010 increased the number of restaurant casinos in Sweden and further signed 18 new Restaurant casino agreements with Gutekällaren in Gotland, Le Bon Palais in Stockholm, Butler in Trollhättan, Harry's in Hässleholm and SoHo Club in Uddevall etc.

Cherry renewed its contract with Harrys Pubar AB for an additional three-year period. Cherry continues to have the exclusive rights to conduct gaming on all existing and future pubs / restaurants in Harry's group.

Cherry has during June implemented a new cash register systems for all gaming tables, approximately 370 units. Checkout systems consists of a mobile credit card terminal with built in cash programs and custom made casino functionality. This is expected to lead to increased sales due to the card terminals and will also provide improved control and monitoring capabilities. Better control when a receipt given on all purchases, daily monitoring of sales figures and other important information about key figures that can be read directly online after completion of the sale. Cherry has because of its ownership structure, size and seriousness been exempted from the requirement of control box.

Maritime Gaming

Maritime Gaming carries games (Gaming machines and Table gaming) on 70 vessels including 12 in the Mediterranean Sea, 41 vessels in the Baltic Sea and 17 in the English Channel / North Sea and Irish Sea. Cherry is a market leader in Europe in Maritime gaming. Cherry is recognized as a market leader, with about 40 percent market share, measured in number of ships that currently has on board gaming. In the Mediterranean, Cherry estimates that the market share is about 13 percent, measured in number of vessels that now provide gaming on board its ships. In the English Channel / North Sea / Irish Sea, Cherry is recognized as the market leader, with a market share of approximately 26 percent, measured in number of ships that currently has gaming on board.



Second quarter and six-month interim report – Maritime Gaming

During the second quarter of 2010, revenues amounted to MSEK 31.6 (40.2) and EBIT to MSEK -0.5 (0.6). Revenue reduction and profit decrease in the Maritime gaming, is due mainly to the stronger “krona” and the continued weak profitability in the shipping industry, as a result of reduced freight volumes and fewer passengers. Since most of the Maritime sales are in EURO and GBP, this will have a direct impact on the Group's sales and earnings.

The six-month interim report revenues amounted to MSEK 56.1 (73.4) and EBIT amounted to MSEK -1.8 (0.5).

During second quarter a VAT audit has been conducted in our English company - Astral Marine Services Ltd, which has generated additional costs in Q2, by SEK 0.5 million. In Q2, Cherry has looked into the possibilities of using a previously reserved tax claim in Cherry's wholly owned subsidiary Cherry A/S. Cherry has come to the conclusion that this is possible and that it will positively affect Q2, by SEK 0.9 million.

Development projects

Cherry focuses on finding profitable products / services that support the Group's business concept and long-term strategy.

The Group has, during the period 2007-2010, launched the following development projects and acquisitions:

- 2007: - Launch of EventCasino - resulted in an increased turnover and profitability in the business area - Restaurant & EventCasino.
- 2008: - Launch of PlayCherry.com - Cherry's first venture in online gaming.
 - Launch of 11 boxes Blackjack compared to, in the past, nine boxes - resulted in increased sales.
 - Launch of Bingo at PlayCherry.com - broadening of the online gaming.
- 2009: - Launch of advertising on table gaming clothes - new media channel where agreements with two major beer distributors have been concluded.
 - Acquisition of Astral Marine Services Ltd - Maritime Gaming in the English Channel / Irish Sea / North Sea (Reported in business area - Maritime Gaming)
 - Acquisition of the Joker Casino - second player in the area of restaurant casino in Sweden (Reported in business area - Restaurant & EventCasino)
- 2010: - Acquisition of AutomatGruppen, which makes Cherry a strong player in online gaming.
 - Implementation of a new cash register system for all gaming tables with a mobile credit card terminal.

During the second quarter of 2010, revenues amounted to MSEK 0.0 (0.8) and EBIT to MSEK -0.3 (-0.4). For the interim report January to June revenues amounted to MSEK 0.9 (2.1) and EBIT amounted to MSEK -2.1 (2.0).

Cherry plans to continue investing in new development projects that support Cherry's business concept and long-term strategy.

Staff and Organisation

The average number of employees for the Group (calculated as fulltime positions) during the period was 204 (193). The total number of employees at the end of the period was 697 (614).

Risks and Uncertainties

There have been no significant changes in the risks and uncertainties Cherry is subjected to since the previous report and annual report. For a description of the risks and uncertainties please see the 2009 Annual Report.



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. Sales for the reporting period (January-June) totalled SEK 0.5 (0.9) million and loss after financial items totalled SEK -0.8 (-3.5) million. The parent company's investments in non-current assets totalled SEK 41 (27) thousand for the reporting period. Cash and cash equivalents amounted to SEK -3.3 (-4.7) million at the closing date.

The acquisition of AutomatGruppen

On January 28, 2010, Cherry signed an agreement for the acquisition of the Malta-based. The acquisition date was March 31, 2010. Cherry can benefit from the outcome of the AutomatGruppen from January 1, 2010, but it will be consolidated in the Cherry Group from the date of acquisition, in accordance with IFRS.

The total purchase price for the shares is shown below. In determining the portion of the purchase price paid by the issuance of shares, is the share price, at the date of exchange, used. Share price March 31, 2010 was SEK 36.50. The Issue consists of 100 000 A shares and 6,301,322 B shares. The acquisitions are expected to have the following effect on Cherry's assets and liabilities (TSEK, the purchase balances are not definitive):

	Fair Value
Intangible assets	1 075
Tangible assets	0
Current assets	15 524
Cash and bank balances	5 754
Deferred tax	0
Current assets	-14 106
Identified net assets	8 247
Goodwill	377 595
Purchase price including directly attributable costs	385 842
The additional purchase price is paid 2011 - 2013	-93 242
The additional purchase price paid in September 2010	-10 000
Betalas genom emission av egna aktier	-233 648
Liquid funds in acquired operations	-5 754
Net effect on cash	43 198

Outlook 2010

Cherry sees the developments in the Maritime Segment in a positive and long-term light. Expansion is expected to continue there, either through organic growth or acquisitions, even if the sector is sensitive to fluctuations in the economy to some extent. In our opinion, the Restaurant Casino market is mature and is influenced by the economic situation, making it difficult to forecast future developments.

The restaurant casino industry has, because of the Cash registers Act (2007:592) had to invest in new cash registers at all of the gaming tables. We believe that this investment needs to be financed through increased stakes. Cherry has still not yet received any reply to our request, in accordance with the gaming examiner's proposal, to raise the stakes in restaurant casino.

We will be launching new products and services through our development projects. Cherry's Online Gaming venture through the Automat Group that markets online gaming under the brand names NorgesAutomaten, SverigeAutomaten and DanmarksAutomaten will supplement PlayCherry and give Cherry a strong position in online casinos in the Nordics.



Online Casino and online gaming is surrounded by tough competition and regulations that can differ from one European country to another.

The European Court of Justice has in a series of rulings, most recently in the Placanica case, showed a consistent negative tendency toward state gaming monopolies. However, the impact on a national level has so far been modest. The Company believes that, over time, we will see a reregulated gaming market that presents operators in the market with completely new possibilities and also introduces new requirements. A report with proposals for new gaming legislation was presented in Sweden in December 2008. In the opinion of Cherry the proposed legislation is in breach of European law and will not be passed in its proposed form.

Cherry has not issued a forecast for the full year 2010.

Financial calendar

Third Interim Report, November 24, 2010.

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 2.3; Reporting for legal persons. As of January 1, 2010, Cherry applies the revised IFRS 3 Business Combinations and IAS 27 Consolidated and Separate Financial Statements including consequential amendments to other standards. Information about the Group's accounting and valuation principles, the annual report 2009, published May 5th, 2010, is available on the company website.

Key figures and names that are added in Q1, 2010:

A registered customer: refers to a client who is registered on one of Cherry's gaming sites; PlayCherry.com, SverigeAutomaten.com, NorgesAutomaten.com or DanmarksAutomaten.com.

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

Deposits of funds: relates to how much money customers have deposited into the gaming sites.

Audit report

This report has not been subject to examination by the company's auditors.

Stockholm, August 30, 2010

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Cherry in brief

Cherry is a publicly traded Swedish gaming company with around 2,300 shareholders. Cherry's B share is listed on the AktieTorget Exchange. Cherryföretagen AB operates via its subsidiaries casino and machine gaming, as well as Internet gaming. The gaming operations are conducted via subsidiaries at restaurants in Sweden, on ships in northern Europe, the English Channel, the Irish Sea and the Mediterranean, and Internet gaming (PlayCherry.com, NorgesAutomaten.com, SverigeAutomaten.com and DanmarksAutomaten.com) from Malta. Cherry has a workforce of around 700. www.cherry.se



Amounts in SEK million unless otherwise specified

Consolidated income statement	Q2 2010	Q2 2009	Jan-June 2010	Jan-June 2009	Helår 2009	Helår 2008
Revenues	103,6	68,1	157,8	127,8	269,0	228,2
Operating expenses	-94,2	-64,1	-148,5	-122,5	-254,2	-214,5
Operating income (EBITDA)	9,4	4,0	9,3	5,3	14,8	13,7
Depreciation and amortisation	-2,9	-2,9	-5,7	-5,9	-11,6	-11,3
Operating profit/loss (EBIT)	6,5	1,1	3,6	-0,6	3,2	2,4
Financial items	-1,2	0,0	-1,1	-0,2	-0,1	0,1
Profit before tax	5,3	1,1	2,5	-0,8	3,1	2,5
Tax	1,9	-0,1	2,8	-0,1	-1,4	-2,1
Profit after tax	7,2	1,0	5,3	-0,9	1,7	0,4
Attributable to:						
Parent company shareholders	7,4	0,8	5,9	-0,7	2,1	-0,9
Minority interest	-0,2	0,2	-0,6	-0,2	-0,4	1,3
Profit after tax	7,2	1,0	5,3	-0,9	1,7	0,4
Profit per share	0,74	0,23	0,84	-0,17	0,52	-0,24
Statement of total income	Q2 2010	Q2 2009	Jan-June 2010	Jan-June 2009	Helår 2009	Helår 2008
Profit/loss for the period	7,2	1,0	5,3	-0,9	1,7	0,4
Translation gains/losses on consolidation, overseas operations	-0,6	0,6	-2,9	0,3	-2,1	4,6
Total income for the period	6,6	1,6	2,4	-0,6	-0,4	5,0
Group per segment/business area	Q2 2010	Q2 2009	Jan-June 2010	Jan-june 2009	Helår 2009	Helår 2008
Revenues						
Restaurant Casino	30,5	26,8	59,3	51,8	114,9	111,3
Maritime Gaming	31,6	40,2	56,1	73,4	150,3	115,7
Online Gaming	41,6	0,0	41,6	0,0	0,0	0,0
Group-wide	0,0	0,3	0,0	0,5	0,5	0,6
Development Projects	0,0	0,8	0,9	2,1	3,3	0,6
The Group	103,7	68,1	157,9	127,8	269,0	228,2
Operating profit/loss (EBIT)						
Restaurant Casino	2,2	2,3	4,2	3,7	10,4	9,1
Maritime Gaming	-0,5	0,6	-1,8	0,5	1,4	3,1
Online Gaming	7,1	0,0	7,1	0,0	0,0	0,0
Group-wide	-2,0	-1,4	-3,8	-2,8	-5,5	-5,9
Development Projects	-0,3	-0,4	-2,1	-2,0	-3,1	-3,9
The Group	6,5	1,1	3,6	-0,6	3,2	2,4

Amounts in SEK million unless otherwise specified

Consolidated balance sheet	2010-06-30	2009-06-30	2009-12-31
Intangible assets	391,4	9,6	14,0
Property, plant and equipment	33,2	40,1	37,8
Other long-term receivables	0,3	2,3	0,3
Deferred tax receivables	1,8	1,0	1,0
Inventories	1,3	1,6	1,5
Current receivables	47,4	33,7	33,0
Cash and cash equivalents	16,0	6,2	11,1
Total assets	491,4	94,5	98,7
Shareholders' equity	320,8	57,0	57,7
Long-term interest bearing liabilities	13,6	0,0	0,0
Other long-term liabilities	97,5	10,6	9,2
Deferred tax payables	3,1	0,0	0,0
Current interest bearing liabilities	6,7	0,0	0,2
Other current liabilities	49,7	26,9	31,6
Total equity and liabilities	491,4	94,5	98,7
Consolidated cash flow statement	Jan-June 2010	Jan-June 2009	2009-12-31
Profit after financial items	2,5	-0,8	3,1
Adjustments for non-cash items	5,2	6,0	10,4
Taxes paid	-1,8	-1,7	-3,1
Cash flow from operating activities before changes in working capital	5,9	3,5	10,4
Changes in working capital	-6,6	-1,0	4,8
Cash flow from operating activities	-0,7	2,5	15,2
Net investments	-45,9	-7,3	-16,0
Change in long-term receivables	0,0	0,1	2,0
Cash flow from investing activities	-45,9	-7,2	-14,0
New share issue	27,0	0,0	0,5
Change in long-term liabilities	24,5	0,0	-1,5
Cash flows from financing activities	51,5	0,0	-1,0
Change in cash and cash equivalents	4,9	-4,7	0,2
Cash and liquid assets at beginning of period	11,1	10,9	10,9
Exchange rate differences	0,0	0,0	0,0
Cash and liquid assets at end of period	16,0	6,2	11,1
Changes in Group equity	2010-06-30	2009-06-30	2009-12-31
Opening balance	57,7	57,6	57,6
New share issue	260,7	0,0	0,5
Total profit/loss	2,4	-0,6	-0,4
Equity, end of period	320,8	57,0	57,7
Attributable to:			
Parent company shareholders	315,5	50,3	51,4
Minority interest	5,3	6,7	6,3
Total equity	320,8	57,0	57,7



Amounts in SEK million unless otherwise specified

Group key performance indicators

	Jan-June 2010	Jan-June 2009	Full Year 2009	Full Year 2008	Full Year 2007	Full Year 2006
	2010-06-30	2009-06-30	2009-12-31	2008-12-31	2007-12-31	2006-12-31
Number of outstanding shares at the end of the period (thousands)	12 803	3 955	4 001	3 955	3 955	3 955
Average number of outstanding shares during the period (thousands)	7 038	3 955	3 971	3 955	3 955	3 955
Number of own shares	0,0	0,0	0,0	0,0	0,0	0,0
Number of registered shareholders	2 228	2 341	2 274	2 388	2 469	2 948
Published price at the end of the period (SEK)	24,00	11,10	14,00	9,20	14,60	12,50
Profit per share (SEK)	0,84	-0,17	0,52	-0,24	0,81	0,52
Cash flow per share (SEK)	0,68	-1,19	0,05	-1,27	-2,96	3,23
Equity per share (SEK)	25,06	14,41	14,43	14,57	13,30	11,99
Dividend per share (SEK)	0,0	0,0	0,0	0,0	0,0	0,0
Return on equity (percent)	3	-1	4	-2	6	5
Return on total capital (percent)	1	-1	4	2	8	6
Return on capital employed (percent)	2	-1	6	3	12	10
Operating margin (EBITDA, percent)	5,9	4,2	5,5	6,0	7,2	7,0
Operating margin (EBIT, percent)	2,3	-0,4	1,2	1,0	2,5	2,3
Profit margin (percent)	1,6	-0,6	1,2	1,1	2,4	1,9
Equity/assets ratio (percent)	65	60	58	68	62	54
Quick ratio (percent)	112	148	139	159	156	192
Net investments (SEK million)	45,9	7,3	16,0	16,6	15,5	10,8
Cash and liquid assets (SEK million)	16,0	6,2	11,1	10,9	15,9	27,5
Average number of employees (full-time equivalents)	204	193	212	183	179	191
Number of employees at end of period	697	614	752	625	646	658
Restaurang- & EventCasino:						
Number of venues Cherry operates casino in Sweden	237	214	247	210	212	236
Maritime Gaming:						
Number of vessels Cherry operates Maritime Casinos on	70	67	71	53	51	45
Online Gaming:	Q2 2010	Q1 2010				
Number of registered customers at end of period	74 884	67 940				
Number of new registered customers during the period	6 944	7 107				
*Number of active players during the period	13 574	14 763				
Deposit amount (SEK million) during the period	131,3	151,5				

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