



## Press release

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### BETSSON SIGNS DEAL WITH VICTORY247

**Betsson signs a deal with Victory247 regarding the delivery of a 'White Label solution' of its gaming portal. Cherry-owned Net Entertainment – through its partnership with Betsson – will supply the casino to the gaming solution, as well as some development work of the project.**

Victory 247 is a gaming company that will specialize in the area of interactive games in Europe. The majority of Victory247 is owned by

- A large European TV company that owns a number of TV channels and production companies
- Telitas (in turn owned by Japanese Forside and Bonnier amongst others)
- A well-known British venture capital company

The deal means that Betsson will develop a unique front-end to its gaming portal, giving Victory247 a market leading solution comprising of not only exchange betting and multiples, but casino and poker as well. Betsson will also supply Victory247 with payment and support services, providing an all-inclusive solution in a very short period of time. Through this thorough cooperation, all of the customer's resources can be used for marketing the site and building the brand. This entails a much quicker market establishment than previously possible. The launch will commence in Scandinavia during the end of the summer and will expand to a broader market later on. The deal stretches out over three years and is of considerable value to both Betsson and Net Entertainment.

Anders Holmgren, President of Betsson says: "We are happy with the deal with Victory247, which will strengthen the liquidity on our betting exchange. This is positive for all parties. Victory247 is, through their owners, uniquely positioned to succeed, and by offering a solution that is based on our platform they are also uniquely positioned when it comes to product range."

Roger Sedahl, head of the Board of Directors for Telitas says: "For Victory247 Betsson and Cherry Co. was the natural choice since they offer what we believe to be the markets best and most comprehensive solution. During the selection process we also valued Cherry's knowledge and experience in the gaming industry in general and internet gaming in particular. We look forward to quickly launching our services, and this deal will make that possible."

Pontus Lindwall, President of Cherry Co. adds: "The deal is good for Cherry. It is interesting to see the media industry's interest in the gaming industry. It's also stimulating to see that through the recruitment of Betsson, we can now deliver the markets most comprehensive solution for Internet games."

For further information, please contact:

Pontus Lindwall, CEO, phone +46 8 556 967 10, +46 8 708 27 51 55, [pontus.lindwall@netentertainment.com](mailto:pontus.lindwall@netentertainment.com)  
Martin Bunge-Meyer, PR Manager at Betsson, phone +46 705 53 51 41, [martin.bunge-meyer@betsson.com](mailto:martin.bunge-meyer@betsson.com)

#### Cherry in Brief

Cherry is a privately -owned Swedish gaming company with over 4,400 registered shareholders.

The company's B share is listed on the Stockholm Stock Exchange's O List (CHER B).

Operations are concentrated mainly on online, casino and machine gaming.

The main gaming operations take place in restaurants in Sweden,  
on cruise ships on Northern European and Mediterranean routes, in amusement halls in Denmark,  
in shopping centers in Chile, and globally in the online casino and the Betsson.com.

Cherry employs a total of over 800 persons.

Postadress/Mail address	Gatuadress/Street address	Tel/Phone Fax	Styrelsens säte Registered office	E-mail	Org. nr./VAT reg. no.
CHERRYFÖRETAGEN AB (publ) Box 1067, 171 22 Solna, Sweden	Nybodagatan 10	+46 8 705 96 10 +46 8 735 57 44	Stockholm, Sweden	<a href="mailto:info@cherry.se">info@cherry.se</a> <a href="http://www.cherry.se">http://www.cherry.se</a>	556090-4251 SE556090425101