



Press release

Cherryföretagen AB (publ)
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Betsson Launched in Poland

Betsson has now launched its Gaming Services in Poland and an office has been established to run its operations from there.

Poland has a population of over 37 million people of which 30 percent are connected to the Internet.

Within one year Betsson's goal is to be one of the three biggest foreign Gambling Companies with Internet Gambling Operations located in Poland.

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Cherry is a publicly traded Swedish gaming company with around 3,800 shareholders. The company's B-share is listed on the Stockholm Stock Exchange's O-List. Operations are concentrated mainly in online, casino and machine gaming. Gaming operations are primarily run via the online casinos and the betting exchange Betsson.com. Through Cherry Casino, gaming operations are run in restaurants in Sweden, on cruise ships and amusement halls. Cherry employs approximately 800 people.

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