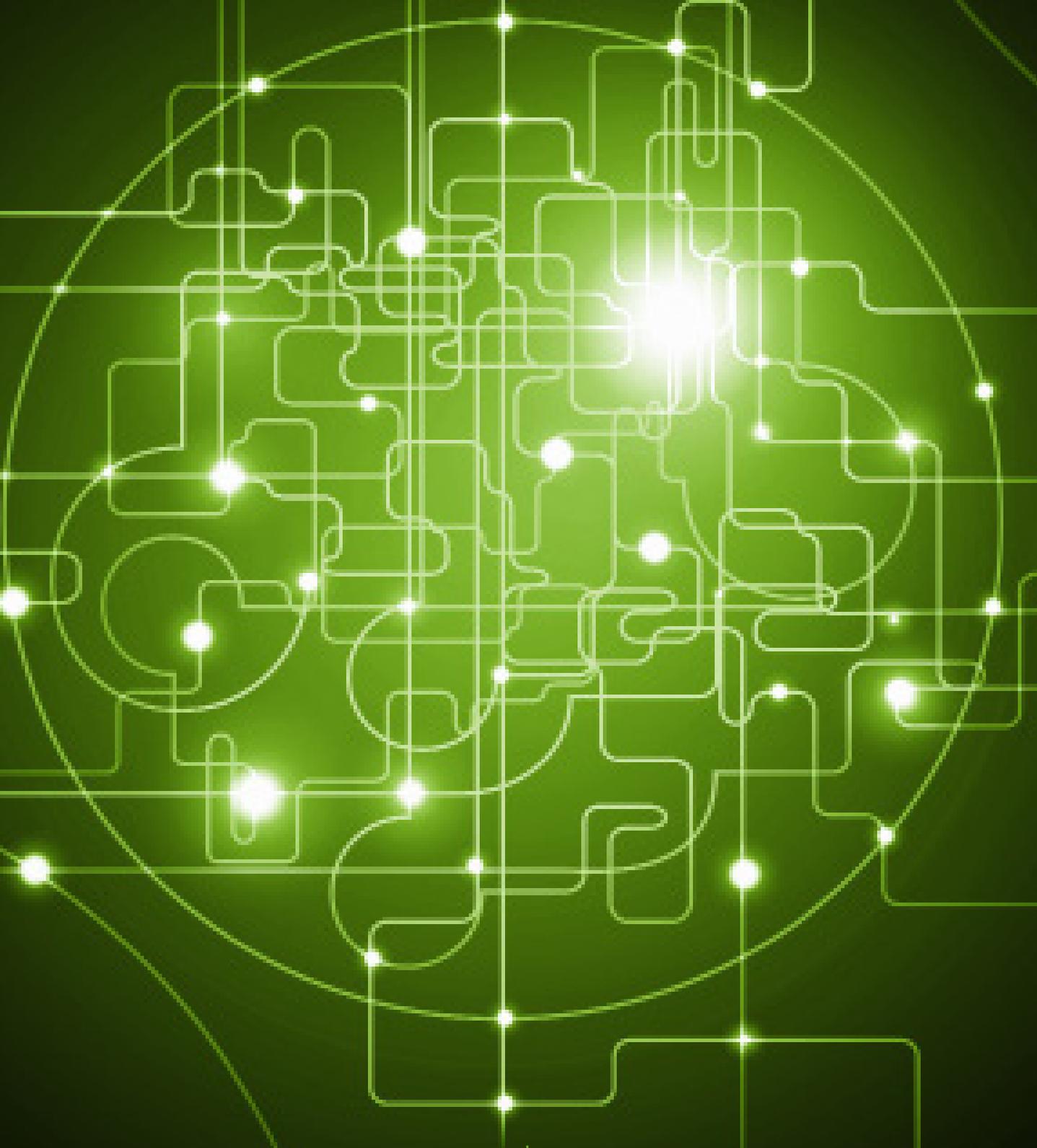


SHARE REDEMPTION 2015



NETENT

BETTER GAMING™

MANGOLD™

DEFINITIONS

NetEnt or the Company refers to Net Entertainment NE AB (publ) or the group in which Net Entertainment NE AB (publ) is the parent company.

The Group refers to the group in which Net Entertainment NE AB (publ) is the parent company.

Nasdaq Stockholm refers to NASDAQ OMX Stockholm AB (the Stockholm Stock Exchange).

Euroclear refers to Euroclear Sweden AB.

Mangold refers to Mangold Fondkommission AB.

SHARE INFORMATION

Redemption shares (series A)
ISIN code: SE0002833046
Ticker: NETIL A

Redemption shares (series B)
ISIN code: SE0002833053
Ticker: NETIL B

FINANCIAL CALENDAR

Q1 Report	28 April 2015
AGM	29 April 2015
Q2 Report	10 July 2015
Q3 Report	22 October 2015
Q4 Report	11 February 2016

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This information brochure provides information on the Board of Directors' proposal of capital distribution to the shareholders of NetEnt through an automatic redemption of shares. The purpose of this information brochure is to provide the shareholders of NetEnt with information for the Annual General Meeting on 29 April 2015. This information brochure is not intended for shareholders whose participation in the redemption procedure requires additional information or the implementation of registration measures or other measures beyond those required by Swedish law. This information brochure may not be distributed to countries requiring additional information or measures pursuant to the preceding sentence or to countries in which distribution would conflict with applicable regulations. It is the responsibility of each individual to observe the restrictions ensuing from foreign law.

Mangold has assisted the Company in compiling this information brochure and has relied on information provided by the Company. Mangold assumes no responsibility for the accuracy of the information in this information brochure or any decision taken based on the information in this brochure.

Disputes arising from the redemption procedure pursuant to this information brochure shall be settled exclusively according to Swedish law in a Swedish court.

The Redemption Procedure in Summary

Upon approval by shareholders at the Annual General Meeting on 29 April 2015, each NetEnt share, both series A and B shares, is split into two shares (share split 2:1) of which one will be named redemption share in the Euroclear system.

The redemption share is automatically redeemed at SEK 5.00 in cash, with payment expected to be settled on 8 June 2015.

The redemption procedure is automatic and requires no action from shareholders.

Record date for the share split and entitlement to redemption shares is 12 May 2015.

Trading in redemption shares of series B will take place on Nasdaq Stockholm between 13 May and 27 May 2015.

Trading in redemption shares of series A will take place on Mangoldlistan through Mangold between 13 May and 27 May 2015.

Shareholders resident outside of Sweden may have a favourable tax situation when selling the redemption shares during the trading period instead of having them redeemed.

For questions regarding the redemption procedure, please contact NetEnt at (phone) +46 8 578 54 500 or by e-mail to ir@netent.com

BACKGROUND AND REASONS

The Board of Directors of NetEnt proposes that the Annual General Meeting on 29 April 2015 authorises distribution to shareholders of SEK 199.5 million, corresponding to SEK 5.00 per share which is an increase compared to last year when the distribution was SEK 3.00 per share. The proposed distribution of capital is in line with the dividend policy established by the Board of Directors, stating the ambition that the ordinary capital distribution should be at least 50 percent of the consolidated profit after tax, after taking long-term capital requirements into account.

NetEnt has a good level of profitability and financial position.

Provided that the Annual General Meeting on 29 April 2015 approves the proposal of the Board of Directors, each NetEnt share will be divided into two shares, of which one will be named redemption share. The redemption shares will be

traded between 13 May and 27 May 2015. After this date the redemption shares will be automatically redeemed for SEK 5.00 per redemption share in cash. No action will be required by the shareholders in order to receive payment from the redemption, which is expected to be settled on 8 June 2015. Additional information about the redemption procedure can be found in this brochure, which has been compiled with regard to the proposed capital distribution to shareholders through an automatic share redemption procedure.

Stockholm, April 2015

Net Entertainment NE AB (publ)
The Board of Directors

THE REDEMPTION PROCEDURE

The Board of Directors proposes that the Annual General Meeting on 29 April 2015 authorises distribution of capital to the shareholders through an automatic share redemption procedure.

IMPORTANT DATES

8 May 2015

Last day of trading in NetEnt shares including the right to redemption shares.

11 May 2015

First day of trading in NetEnt shares excluding the right to redemption shares.

12 May 2015

Record date for entitlement to redemption shares.¹

13 May - 27 May 2015

Trading in redemption shares on Nasdaq Stockholm (series B shares) or via Mangoldlistan through Mangold (series A shares).

8 June 2015

Payment in cash of redemption amount.

¹ The Board of Directors has proposed that the Annual General Meeting authorises the Board to decide on the record date, which could be changed if for any reason necessary.

The Board of Directors' proposal in brief

Provided that the proposal is approved, each NetEnt share is split into two shares, of which one will be named redemption share. Each redemption share will be automatically redeemed at SEK 5.00 in cash. The total capital distribution of the proposal amounts to SEK 199.5 million.

Shareholders that are registered with Euroclear on the record date, which is 12 May 2015, will be entitled to redemption shares. The last day of trading in NetEnt shares including entitlement to redemption shares is 8 May 2015.

After having received the redemption shares, the shareholder has two options:

ALTERNATIVE 1

Receive payment of SEK 5.00 per redemption share. This payment will be automatic unless alternative 2 is chosen.

ALTERNATIVE 2

Sell the redemption shares on Nasdaq Stockholm (series B shares) or via Mangoldlistan through Mangold (series A shares) during the trading period of 13 May – 27 May 2015. Shareholders resident outside of Sweden may have a favourable tax situation when selling the redemption shares during the trading period instead of having them redeemed.

Time Plan - 2015

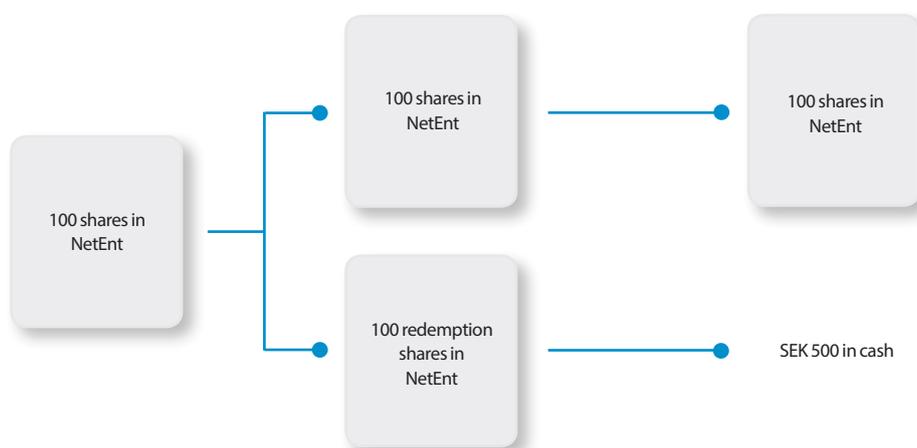


THE REDEMPTION PROCEDURE

This is how it works

BEFORE

Upon approval at the Annual General Meeting on 29 April 2015 each NetEnt share (both series A and B shares) is split into two shares, of which one will be named redemption share.



AFTER

The redemption shares are then automatically redeemed at a price of SEK 5.00 per redemption share in cash.

The redemption shares of series B will be traded on Nasdaq Stockholm during the trading period 13 May - 27 May 2015, providing you as a shareholder the opportunity to sell your redemption shares of series B.

Trading in redemption shares of series A will be offered via Mangoldlistan through Mangold during the trading period 13 May - 27 May 2015. Holders of redemption shares of series A may contact their securities firm/nominee/bank so they forward the order to Mangoldlistan.

ILLUSTRATIVE EXAMPLE

As of the record date for the redemption procedure, you are the registered owner of 100 NetEnt shares. In this example, the current share price is assumed to be SEK 300 per share. Hence, the value of your shares is:

- 100 NetEnt shares × SEK 300 = SEK 30 000

When the redemption procedure starts, each share will be split into one NetEnt share and one redemption share. NetEnt will automatically redeem the redemption share at SEK 5.00 in cash. The theoretical price for the NetEnt share after the split is approximately SEK 295, that is, the difference between the share price before the split (SEK 300) and the value of the redemption share (SEK 5.00). The value of your holding then becomes as follows:

- 100 NetEnt shares × SEK 295 = SEK 29 500
- 100 redemption shares × SEK 5.00 = SEK 500

NetEnt will then redeem your redemption shares for SEK 5.00 each in cash. This does not require any action on the shareholder's part. After the redemption procedure is completed, you will hold:

- 100 NetEnt shares × SEK 295 = SEK 29 500
- Cash payment for 100 redemption shares × SEK 5.00 = SEK 500

Hence, you will still own the same number of ordinary shares in NetEnt as you did prior to the share redemption procedure and you will have received SEK 5.00 in cash for each redemption share.

Please note that this example does not include any tax effects arising from the redemption procedure.

Please see the sections under the headings "Tax Issues in Sweden" and "Questions and Answers".

TERMS AND CONDITIONS

RECORD DATE

The record date for the share split and entitlement to redemption shares is 12 May 2015.

LAST DAY OF TRADING

The last day of trading in NetEnt shares including right to redemption shares is 8 May 2015.

Share split and redemption

Shareholders of NetEnt registered with Euroclear on the record date for the share split on 12 May 2015 are entitled to redemption shares. Each NetEnt share (both series A and B) is split into two shares, of which one will be named redemption share in the Euroclear system. Each redemption share will be automatically redeemed at a cash payment of SEK 5.00.

Last day of trading in shares including the right to redemption shares

The last day of trading in NetEnt shares including the right to redemption shares is 8 May 2015. Starting 11 May 2015, the NetEnt share will be listed excluding the right to redemption shares.

Record date

The record date at Euroclear for the share split of the NetEnt share and entitlement to redemption shares is 12 May 2015. The redemption shares are thereafter booked into the shareholder's securities account. The shareholder will receive a notice from Euroclear as confirmation of the number of redemption shares received.

Payment of redemption amount

In connection with the payment of the redemption amount, the redemption shares registered in the shareholder's securities account will be removed. A notice from Euroclear relating to this will not be sent out.

A cash payment of SEK 5.00 per redemption share is expected to be settled on 8 June 2015. The payment will be made through Euroclear to the yield account linked to the shareholder's securities account. A notice from Euroclear will be sent out as confirmation of payment.

Shares registered with nominees

Shareholders of NetEnt whose shares are registered with a nominee, for example a bank or other securities company, will receive redemption shares in accordance with the information given by each nominee.

Foreign shareholders

Shareholders who are not tax resident in Sweden who participate in the redemption procedure and have shares redeemed are normally obliged to pay Swedish withholding tax on the redemption amount, see the section "Tax Issues in Sweden". Withholding tax will thus be withheld from shareholders residing outside of Sweden in connection with the payment of the redemption amount. However, no Swedish withholding tax should be payable on sales proceeds if the redemption shares are sold in the market during the trading period.

Trading in redemption shares

Trading in redemption shares of series B will take place on Nasdaq Stockholm during the trading period of 13 May - 27 May 2015, under the ticker NET IL B and ISIN code SE0002833053. Banks and other securities companies with the necessary permits will assist with trading in redemption shares.

Trading in redemption shares of series A will be offered via Mangoldlistan through Mangold during the trading period of 13 May - 27 May 2015, under the ticker NET IL A and ISIN code SE0002833046. Holders of redemption shares of series A may contact their securities firm/nominee/bank so they forward the order to Mangoldlistan.

New ISIN code on original shares

In connection with the redemption procedure, the ISIN code on the original NetEnt share (A- and B-series) will be changed. The new ISIN codes are valid from 11 May 2015.

New ISIN code on share A: SE0007074810
New ISIN code on share B: SE0007074828

FINANCIAL IMPLICATIONS

Financial effects of the Redemption Procedure for NetEnt
In order to illustrate how the redemption procedure would affect NetEnt's and the Group's consolidated financial statements as of 31 December 2014, proforma figures are presented below for certain balance sheet items and key ratios.

FINANCIAL EFFECTS OF THE REDEMPTION FOR THE GROUP, PRO FORMA

Key ratios as of 31 December 2014	Before redemption	Adjustments for redemption	Pro forma after redemption
Shareholders' equity including minority interests, SEK million	546.2	-199.5	346.7
Equity-to-assets ratio ¹	67.9%	-10.6%	57.3%
Return on total capital ²	41.2%	7.2%	48.4%
Return on equity ³	52.5%	14.4%	66.9%

¹ Shareholders' equity at the end of the period as a percentage of the balance sheet total at the end of the period.

² Income after financial items with the addition of financial expenses relative to average total capital.

³ Net income relative to average equity.

The accounts have been prepared as if the redemption procedure was completed on 31 December 2014, fully financed by a decrease in the Company's cash and cash equivalents.

CHANGES IN SHAREHOLDERS' EQUITY FOR THE GROUP, PRO FORMA (SEK MILLION)

Shareholders' equity as of 31 December 2014	Before redemption	Share split 2:1	Redemption of shares	Bonus issue	Pro forma after redemption
Share capital	1.2		-0.6	0.6	1.2
Other paid-in capital	66.4				66.4
Reserves	12.5				12.5
Retained earnings including this year's profit	466.1		-198.9	-0.6	266.6
Total equity	546.2	0.0	-199.5	0.0	346.7
Quotient value, SEK	0.030	0.015	0.015	0.030	0.030
Number of shares, million	39.9	79.8	39.9	39.9	39.9

The capital distribution from NetEnt through the redemption procedure will only have a marginal effect on the Group's net interest income and on the profit for the period. Hence, this effect has been left out in the pro forma accounts.

CHANGES IN SHAREHOLDERS' EQUITY FOR THE PARENT COMPANY, PRO FORMA (SEK MILLION)

Shareholders' equity as of 31 December 2014	Before redemption	Share split 2:1	Redemption of shares	Bonus issue	Pro forma after redemption
Share capital	1.2		-0.6	0.6	1.2
Statutory reserve	0.0				0.0
Total restricted equity	1.2	0.0	-0.6	0.6	1.2
Share premium fund	31.5				31.5
Retained earnings including this year's profit	174.9		-198.9	-0.6	-24.6
Total unrestricted equity	206.4	0.0	-198.9	-0.6	6.9
Total equity	207.7	0.0	-199.5	0.0	8.1
Quotient value, SEK	0.030	0.015	0.015	0.030	0.030
Number of shares, million	39.9	79.8	39.9	39.9	39.9

TAX ISSUES IN SWEDEN

The following is a summary of certain Swedish tax consequences that may arise from the proposed share split and redemption procedure for shareholders in NetEnt. Each shareholder is recommended to consult a tax advisor for information on special tax consequences that may arise from the proposed share split and redemption procedure, including the applicability and effect of foreign tax legislation, provisions contained in any tax treaties for the avoidance of double taxation or other rules which may be applicable.

This summary is based on Swedish tax legislation as of the date of this brochure and is intended only as general information for shareholders who are fiscally domiciled in Sweden, unless otherwise indicated.

The summary does not include all tax consequences that may occur in this context.

For instance, it does not cover the specific rules on so-called "qualified shares" in closely held companies, nor situations where shares are held by a partnership or held as current assets in a business operation. Neither does it deal with the provisions that apply to flat-rate assets, such as investment savings account or endowment policy.

Special tax consequences that are not described below may also apply for certain categories of taxpayers, including investment companies and mutual funds, as well as foundations and non-profit organisations.

Share split and receipt of redemption shares

Taxation is not triggered by the share split or the receipt of redemption shares. However, the redemption or other disposal of redemption shares does trigger capital gains taxation, see the section "Redemption and sale of redemption shares" below.

Redemption and sale of redemption shares INDIVIDUALS

Individuals are subject to capital gains tax when listed shares are sold or redeemed. The current tax rate on capital gains is, as a main rule, 30 percent.

The capital gain is calculated to equal the difference between the proceeds received when the shares are sold or redeemed, after deduction for potential sale expenses, and the acquisition cost for tax purposes. The acquisition cost is normally determined according to the so-called average method. This means that the cost of acquiring all shares of the same type and series are added together and calculated collectively, with respect to changes to the holding. Alternatively, the so-called standard rule, according to which the acquisition cost is equal to 20 percent of the net proceeds received when the shares are sold or redeemed, may be applied to the disposal of listed shares and certain listed securities that are taxed in the same manner as shares.

In the case of NetEnt, the redemption shares of series B will be listed on Nasdaq Stockholm during the trading period 13 May – 27 May 2015. The redemption shares of series A should not be seriesified as listed, despite the possibility to trade redemption shares of series A via Mangoldistan through Mangold during the same time period.

NetEnt will request the Swedish Tax Agency to issue recommendations regarding the allocation of the pre-split acquisition cost between the remaining shares and the redemption shares, respectively, see the example on the opposite page.

As a main rule, 70 percent of a capital loss is deductible against any other taxable income from capital. Capital losses on listed shares and securities other than listed shares in mutual funds containing only Swedish receivables are,

however, fully deductible against taxable capital gains on such assets or on non-listed shares in Swedish limited liability companies and foreign legal entities. Moreover, only five sixths of capital losses on non-listed shares in Swedish limited liability companies and foreign legal entities are deductible, which accordingly should be applicable to the redemption shares of series A in the case of NetEnt.

If capital losses pertain to both listed and non-listed shares, the losses pertaining to the listed shares are deductible prior to the losses on the non-listed shares. 70 percent of any excess amount is deductible according to the main rule or five sixths of 70 percent is deductible if the capital loss relates to non-listed shares. Capital losses on listed shares in mutual funds containing only Swedish receivables are fully deductible in the income from capital category.¹

If a deficit arises within income from capital, a reduction of the tax on income from employment and from business operations, as well as the real estate tax and the municipal real estate fee, is allowed. The tax reduction amounts to 30 percent of any deficit not exceeding SEK 100,000 and 21 percent of any deficit in excess of SEK 100,000. Deficits may not be carried forward to a subsequent fiscal year. This calculation will differ if the taxable individual has made or will make an investment deduction (Sw. *Investeraravdrag*) the same fiscal year.

LEGAL ENTITIES

For limited liability companies and economic associations, capital gains on shares that are held for business purposes are normally tax-exempt and capital losses on such shares are normally non-deductible. Non-listed shares are considered held for business purposes. Listed shares held as capital assets are considered to be held for business purposes provided that the holding represents at least 10 percent of the voting rights or if the shares are held for business reasons. Moreover, a holding period requirement applies in respect of listed shares.

For limited liability companies and other legal entities, capital gains on shares that are not tax-exempt, are normally taxed as income from business activities at a flat rate of 22

¹ It could be questioned whether the same rules should also apply in relation to mutual funds containing foreign receivables under the provisions on free capital movement in the Treaty on the Functioning of the European Union (see RÅ 2009 ref 33).

TAX ISSUES IN SWEDEN

percent. For the calculation of capital gains and losses, see the section "Redemption and sale of redemption shares – Individuals" above.

A capital loss on shares incurred by a corporate shareholder may be offset only against taxable gains on shares or other securities that are taxed in the same manner as shares. Such capital losses may however, under certain circumstances, also be deducted against capital gains within the same group of companies on shares and securities taxed in the same manner as shares, provided that the requirements for group contributions (tax consolidation) are met and that the involved companies declares it in the income tax returns that have the same tax filing date. Capital losses on shares and securities taxed in the same manner as shares which are not deducted within a certain year, may be carried forward and offset against capital gains on such assets in future years without any limitation in time.

Acquisition cost of the redemption shares EXAMPLE

The pre-split acquisition cost is normally allocated between the redemption share and the remaining share based on their respective market value at the time of the share split. Recommendations as to the allocation are normally issued by the Swedish Tax Agency. Information about the recommendations is expected to be made available on the Swedish Tax Agency's website, www.skatteverket.se, and NetEnt's website, www.netent.com, in the summer of 2015. These principles are described in the example in the margin to the right.

The acquisition cost for any redemption shares that have not been acquired as a consequence of the share split is calculated using the average method. The calculation is based on the actual acquisition cost for such shares. When applying the average method, redemption shares and remaining shares are not considered to be of the same type and series.

The standard rule may be used when calculating the acquisition cost of listed shares. This means that if the acquisition cost of the redemption share in the example above was less than SEK 1.00, the standard rule would be more favourable, provided that the price paid for the redemption share is SEK 5.00. This is applicable for the redemption shares of series B.

Shareholders residing outside of Sweden WITHHOLDING TAX

For shareholders not resident in Sweden and not conducting business from a permanent establishment in Sweden, payments due to a reduction of the share capital by way of a

redemption procedure are treated as dividend distributions, which normally means that a 30 percent Swedish withholding tax is levied on the redemption proceeds. The withholding tax rate is often reduced under any double taxation treaties between Sweden and other countries.

The withholding of tax is normally executed by Euroclear or, if the shares are registered with a nominee, by the nominee. The withholding tax liability arises when the redemption proceeds are distributed. Please note that there should be no withholding tax on sale proceeds from selling redemption shares prior to the redemption date.

A shareholder may be refunded for the amount of withholding tax that is attributable to an amount equal to the acquisition cost of the redemption share. Alternatively, the amount of withholding tax attributable to 20 percent of the redemption proceeds may be refunded, provided that the shares are listed. The acquisition cost should be calculated as explained in the example to the right. The refund application must be made in writing and submitted to the Swedish Tax Agency no later than by the end of the fifth calendar year following the redemption payment.

For shareholders that are legal entities resident within the EU, there is normally no Swedish withholding tax if the shareholder holds 10 percent or more of the capital in the company whose shares are redeemed, provided that certain conditions are met. Furthermore, since the beginning of 2012 foreign investment funds are not liable to withholding tax in Sweden if they meet certain conditions, for example foreign UCITS-funds.

INCOME TAX

Generally, individual shareholders who are not fiscally domiciled in Sweden are normally not liable to Swedish tax on the sale of shares. Individuals who are resident outside of Sweden which have previously been resident in Sweden may, however, be liable to tax on the sale of shares if they have been resident in Sweden or permanently lived in Sweden during the calendar year of the sale, or at any time during the ten preceding calendar years. The application of this rule may, however, be limited by any double taxation treaties between Sweden and other countries.

Foreign legal entities are normally not liable to income tax on capital gains on Swedish shares unless the gains are connected to a so-called permanent establishment in Sweden.

Please note that the amounts below only serve as an example.

Example

A shareholder owns 100 NetEnt shares of series B with an average acquisition cost of SEK 200 per share immediately prior to the share split.

It is assumed that the lowest price paid on the last day of trading in the NetEnt shares of series B before the split and separation of the redemption shares is SEK 300, that the redemption shares are listed and that the lowest price paid on the first day of trading in the redemption shares is SEK 5.00.

Further, it is assumed that the Swedish Tax Agency based on this issues recommendation that 1.67 percent (SEK 5.00 divided by SEK 300) of the pre-split acquisition cost should be allocated to the redemption share and that 98.33 percent should be allocated to the remaining share.

Accordingly, the acquisition cost allocated to each redemption share should be SEK 3.33 (1.67 percent of SEK 200) and the acquisition cost allocated to each remaining share should be SEK 196.67 (98.33 percent of SEK 200).

Should the redemption shares be disposed of (through sale or redemption) at a price of SEK 5.00 per share, the total capital gain would be $(SEK 5.00 \times 100) - (SEK 3.33 \times 100) = SEK 167$.

QUESTIONS AND ANSWERS

Provided that the Annual General Meeting on 29 April 2015 resolves on an automatic redemption of shares in NetEnt according to the Board of Directors' proposal, shareholders do not need to take any action in order to receive payment of the redemption amount.

Why is NetEnt proposing a share redemption?

The background for the high ambition for capital distribution is explained by strong cash flows, a positive view of the future and that forthcoming investments in operations are within the current liquidity framework. In addition to the redemption procedure being a simple and efficient way for NetEnt to distribute capital to the shareholders, it may be favourable for shareholders residing outside of Sweden.

Why is the capital not invested in the business instead of being distributed?

The Board of Directors believes that the financial position of NetEnt is satisfying and that the business may continue to develop with existing cash funds even after the proposed redemption procedure.

What does the automatic redemption of shares entail?

Automatic redemption means that the shares that are named redemption shares in the Euroclear system, once the share split has taken place, are redeemed in exchange for a predetermined cash consideration, with no need for any action on the part of shareholders. It is a simple and efficient way for NetEnt to distribute funds to its shareholders.

As a shareholder, do I need to do anything?

Provided that the Annual General Meeting on 29 April 2015 resolves on an automatic redemption procedure in accordance with the Board of Directors' proposal, shareholders do not need to take any action. NetEnt will automatically redeem your redemption shares and you will receive SEK 5.00 in cash for each redemption share.

What day will be the record day?

The record date for the share split and entitlement to redemption shares is 12 May 2015.

What day is the last day to buy NetEnt shares in order to receive redemption shares?

The last day of trading in NetEnt shares including the entitlement to redemption shares is 8 May 2015.

What options do I have as a shareholder?

Once the share redemption is approved at the Annual General Meeting on 29 April 2015, you can await the redemption procedure without taking any further action. The redemption shares allocated to you will be automatically redeemed at SEK 5.00 per share in cash. Alternatively, you may sell your redemption shares before the redemption procedure is completed. Trading in redemption shares will take place during the period 13 May - 27 May 2015.

When is the redemption amount paid to holders of redemption shares?

Payment for redeemed shares is expected to be made on 8 June 2015.

Can I sell my redemption shares of series A?

Trading in redemption shares of series A will be offered via Mangoldlistan through Mangold. Holders of redemption shares of series A may contact their securities firm/nominee/bank so they forward the order to Mangoldlistan.

QUESTIONS AND ANSWERS

How does the trading at Mangoldlistan work?

Please notice that only securities companies and banks with necessary permits (Nasdaq OMX Nordic Stockholm) can place orders on Mangoldlistan. Holders of redemption shares of series A that want to place orders via Mangoldlistan are therefore asked to contact their securities firm/nominee/bank who will forward the order to Mangoldlistan. Share price information regarding redemption shares of series A is found at Mangold's webpage: <http://www.mangold.se/foretagstjanster/mangoldlistan/>. Securities companies and banks with the necessary permits that want to place orders via Mangoldlistan, please call Mangold's Market Making department, phone no. 08-503 015 85.

How many shares will I have?

You will have the same number of shares in NetEnt before and after the redemption procedure is completed, provided that you do not buy or sell any NetEnt shares. The redemption shares created will all be subject to automatic redemption.

How and when will the NetEnt share price be affected?

It is impossible to predict in detail how the share price will be affected by the split into NetEnt shares and redemption shares. Theoretically, the price of the NetEnt share should decrease by the redemption payment of the redemption share, that is, SEK 5.00. This share price change should occur one trading day prior to the record date for the split of the NetEnt share.

Why is the redemption procedure automatic?

An automatic redemption procedure is relatively simple and cost efficient since there is no need for action on the part of the shareholders.

What are the tax consequences of the share redemption procedure?

The tax consequences for shareholders will vary depending on their particular situation. Certain tax consequences for Swedish and foreign shareholders are described in the section "Tax Issues in Sweden". In case you need more information on your personal tax consequences, we recommend you to contact a tax advisor for assessment of possible tax consequences and any required measures.

SWEDISH SHAREHOLDERS

Upon the split of the NetEnt share into two shares, of which one is named redemption share, the pre-split acquisition cost will be allocated between the remaining NetEnt share and the redemption share. The redemption share is deemed as disposed of upon redemption. Any capital gain that arises will be subject to capital gains taxation. The capital gain is calculated as the difference between the redemption payment (SEK 5.00 per share) and the acquisition cost for the redemption share (see further the example in the section "Tax Issues in Sweden").

FOREIGN SHAREHOLDERS

If you are tax resident outside of Sweden, you will normally be subject to withholding tax in Sweden on the redemption amount upon redemption of shares, regardless of the redemption shares being received through the share split or acquired. The tax rate is 30 percent but is often reduced under any tax treaties between Sweden and other countries. Refund for the part of the withholding tax that is attributable to the acquisition cost of the shares or, provided that the shares are listed, to 20 percent of the redemption payment, may be admitted if a claim for refund is filed with the Swedish Tax Agency. However, no Swedish withholding tax should be payable if the redemption shares are sold.

What will the withholding tax rate be?

The withholding tax rate for shareholders tax resident outside of Sweden may vary depending on the shareholder's tax residence. For further information, please visit the Swedish Tax Agency's website, www.skatteverket.se.



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