

## PRESS RELEASE

# Net Entertainment inks deal with bet365, one of the world's leading online gambling groups

**December 20, 2013** – Net Entertainment is very proud to announce that it has signed an agreement with bet365, one of the world's leading online gambling groups. Under the terms of the agreement, Net Entertainment will deliver a number of its top online games across bet365's mobile and desktop channels.

bet365 is yet another major UK company to select Net Entertainment as its online games provider. Net Entertainment has, in a short period of time, successfully signed contracts with bet365, William Hill, Ladbrokes, 888, Paddy Power and Sky Vegas.

*"We're very excited to announce our latest agreement with bet365, a firm we believe is a pioneer in the online gambling space with a significant global reach",* said **Björn Krantz**, Chief of GMO and MD Net Entertainment Malta Ltd.

*"The agreement solidifies the trust and confidence which exists in Net Entertainment's technology. bet365 will now be able to offer its players the very best experience in the market. It is our plan to build a solid and long-term presence in the UK, and our agreement with bet365 will further strengthen our footprint in the territory."*

**Steve Ibberson**, Managing Director - Gaming for bet365, said: *"Net Entertainment is one of the leading suppliers in the industry and has top quality content to offer. Our aim is to provide content across all channels to our customers worldwide; we are excited to add Net Entertainment's games on both our mobile and desktop sites."*

**For additional information please contact:**

Björn Krantz, Chief of GMO and MD Net Entertainment Malta Ltd: Phone +356 79 88 47 34  
[bjorn.krantz@netent.com](mailto:bjorn.krantz@netent.com)

Elisabeth Lennhede, Communications Director, Net Entertainment: Phone +46 709 12 45 31, [elisabeth.lennhede@netent.com](mailto:elisabeth.lennhede@netent.com)

**About Net Entertainment**

Net Entertainment is a premium supplier of digitally distributed gaming systems used by some of the world's most successful online gaming operators. The Net Entertainment casino is a complete gaming solution comprising both a complete management platform and a full suite of high quality games. Operators are provided a customized casino that is easily integrated ensuring short time to market and a cost efficient operation. Net Entertainment is listed on Nasdaq OMX Stockholm (NET-B). More information about Net Entertainment is available at [www.netent.com](http://www.netent.com).

**About bet365**

bet365 is one of the world's leading online gambling groups with over 10 million customers worldwide. The Group employs over 2,000 people and is one of the UK's largest private companies. In the eGaming Review's Annual Power 50 for 2013, bet365 secured top spot for the fourth year running.