

PRESS RELEASE

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NetEnt enters the US Simulated Gaming market with GAN

NetEnt, a leading digital gaming solutions provider, has signed an agreement with GameAccount Network Plc (GAN) to supply its award-winning games through GAN's Simulated Gaming platform in the US. Simulated Gaming does not include real money bets but offers NetEnt the opportunity to reach new player groups prior to potential new state regulations.

Simulated Gaming is clearly separated from real money wagering, where players purchase virtual currency used to extend time playing the games online and potential winnings are non-cash. NetEnt's games will be offered on land-based casino operators' web sites, targeting the traditional land-based environment and its player community.

The signed agreement allows NetEnt to deliver a selection of its online casino games to multiple land-based casinos with a phased rollout approach. Simulated Gaming has the possibility to play a key role from a branding and player promotion perspective and thus supports NetEnt's long-term strategy to enter regulated digital casino markets in North America, although NetEnt's potential direct revenue impact from Simulated Gaming is not expected to have a material financial impact.

"We are very excited to be entering the simulated gaming market. The agreement with GAN will allow land-based casinos in the US to introduce NetEnt's online casino games to their player community ahead of possible state regulations. The opportunity to build early recognition and loyalty regarding our best-in-breed gaming titles fits perfectly into our long term growth strategy in the US," said Björn Krantz, Managing Director of NetEnt Americas LLC.

"We are delighted to support NetEnt's entry into the US market and on behalf of our land-based casino operator clients we welcome their compelling gaming experience onboard our Simulated Gaming platform," said Dermot Smurfit, CEO of GAN.

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About NetEnt

NetEnt AB (publ) is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Since its inception in 1996, NetEnt has been a true pioneer in driving the market with thrilling games powered by a cutting-edge platform. NetEnt is committed to helping customers stay ahead of the competition, is listed on NASDAQ OMX Stockholm (NET-B) and

employs more than 600 people in Stockholm, Malta, Kiev, Gothenburg and Gibraltar. NetEnt Americas LLC is a US subsidiary of NetEnt AB. www.netent.com.

About GAN

GAN is a leading developer and supplier of enterprise-level Business to Business gaming software systems and online gaming content. GAN is listed on the ESM Market of the Irish Stock Exchange and the AIM Market of the London Stock Exchange under the ticker: GAME

The Company has developed an Internet gaming enterprise software system, GameSTACK™, which it licences to online and land-based gaming operators as a turn-key technology solution for both regulated real-money and simulated online gaming. The Internet Gaming System, developed in London under a UK Gaming Commission licence, is certified to the highest technical standards currently required by gaming regulators. GAN is also a leading developer of proprietary online games with a complementary business converting offline casino slot machines and table games into online equivalents on behalf of major land-based slot machine manufacturers including Aristocrat, Konami, Multimedia Games, Incredible Technologies, GamoMat, Reel Time Gaming, High Flyer Games, DEQ Systems Corp (EZ BACCARAT®) and Ainsworth.