

PRESS RELEASE

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First NetEnt Games Launched in New Jersey

A selection of NetEnt games is now available to New Jersey players for the first time. This is the Company's first step into the North American market after having received a transactional waiver at the beginning of September for Borgata and bwin.party brands.

NetEnt, a leading international provider of digital gaming solutions, has gone live with its renowned games on Borgata's online casino in New Jersey after receiving a transactional waiver. The transactional waiver grants the Company the right to launch its games while the license application is under review.

"We've focused on establishing our footprint in North America and our goal was set to be live during the second half of this year. I'm very pleased that we have delivered on our promise, and excited to follow and act on market opportunities going forward," said Per Eriksson, CEO at NetEnt.

The integration of NetEnt software has been completed for Borgata online casino in New Jersey while the launch on bwin.party brands is in process and will follow in the near future. As part of the agreement, NetEnt will initially deliver a selection of its best-in-breed multichannel games, and new games will be introduced to the New Jersey market over time.

"I am delighted to be live with Borgata online casino in New Jersey, and it marks a fantastic milestone achievement for NetEnt. I am confident that our games will offer Borgata's player community the very best gaming experience. Through our extensive experience and knowledge within the field of online casino gaming, we will work closely with Borgata and the New Jersey Division of Gaming Enforcement with the aim to responsibly drive the online casino market forward", said Björn Krantz, Managing Director of NetEnt Americas LLC.

In June NetEnt signed an agreement with Borgata and bwin.party brands in New Jersey. This was NetEnt's first license agreement after having applied to the New Jersey Division of Gaming Enforcement for a Casino Service Industry Enterprise Licence earlier this year.

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NetEnt Americas LLC is a US subsidiary of NetEnt AB (publ), 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 700 people in Stockholm, Malta, Kiev, Gothenburg, and Gibraltar. www.netent.com