

PRESS RELEASE
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Björn Krantz to lead NetEnt's North America expansion

Today NetEnt, Net Entertainment NE AB (publ), released its interim report for the second quarter 2014, revealing record revenues of SEK 205.0 million, an increase of 37.8 percent since last year. In addition, the company hereby announces that Björn Krantz, Managing Director at Net Entertainment Malta Ltd will lead the company's expansion into North America. NetEnt, quoted on Nasdaq OMX Stockholm Mid Cap (NET-B), is a supplier of premium online gaming systems to some of the world's most successful casino operators.

As a leader in regulated online casino markets NetEnt has been closely monitoring and evaluating the developments in North America. The Company believes the prerequisites and timing is right for NetEnt to intensify its efforts to enter both the United States and Canada. NetEnt's initial focus will be to complete the New Jersey, U.S. licensing process and enter additional jurisdictions as the regulated landscape evolves. The objective is to go live in the U.S. during the second half of 2015.

"Björn Krantz has done a fantastic job since he joined the company in 2009 and in order to secure a successful entry into North America, Björn has agreed to lead this expansion as MD & Chief of North America Market Operations. He will be replaced in Malta by Enrico Bradamante, currently Head of Account Management and Deputy Head of Malta Operations." said Per Eriksson President and CEO of NetEnt.

Enrico Bradamante has more than 19 years of experience in the IT industry of which two years at NetEnt. Prior to joining NetEnt, Enrico was GM Document Imaging & Vice President Commercial Business at Kodak EMEA. Enrico has an MBA from INSEAD and an MMEchEng from the University of Trieste. Enrico will, with this new position, be part of the NetEnt Senior Management Team from January 2015.

For additional information please contact;

Per Eriksson, President & CEO, Phone: +46 8 578 54 549
per.eriksson@netent.com

Anna Romboli, Communications Director, Phone: +46 709 12 45 31
anna.romboli@netent.com

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About Net Entertainment

NetEnt, Net Entertainment NE AB (publ), is a premium supplier of digitally distributed gaming systems used by some of the world's most successful online gaming operators. The NetEnt Casino Module™ is a complete gaming system comprising both a 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. The company that was founded in 1996 has 550 employees in Malta, Stockholm, Gothenburg, Kiev and Gibraltar. NetEnt is quoted on Nasdaq OMX Stockholm (NET-B). www.netent.com.