

## PRESS RELEASE

Stockholm, July 23<sup>rd</sup>, 2015

## NetEnt signs partnership agreement with Gala Coral

**NetEnt, leading provider of online gaming solutions, has signed a partnership agreement with gaming operator Gala Coral. Gala Coral is one of the largest European betting and gaming companies with a focus on the regulated markets in the UK and Italy.**

Today NetEnt announces yet another large customer partnership focusing on two of the key regulated markets in Europe, Italy and the UK. Under the terms of the agreement NetEnt will deliver its casino games to Gala Coral's top brands: Coral, Galabingo and Galacasino.

*"This is a very important partnership that will further strengthen our position on the UK market. I am confident that our world-class thrilling games will be much appreciated by Gala Coral's players",* says Enrico Bradamante, MD of NetEnt Malta Ltd and Chief of European Market Operations.

Comment from Mark Kemp, Gala Coral Gaming Director: *"NetEnt's award-winning games will complement our already strong content portfolio across mobile and desktop in all three of our brands. Our gaming customer numbers and mobile revenues continue to grow as we constantly strengthen the breadth and quality of our mobile gaming content."*

**For additional information please contact:**

Enrico Bradamante, MD of NetEnt Malta Ltd and Chief of European Market Operations,  
Phone: +356 79 676 868  
[enrico.bradamante@netent.com](mailto:enrico.bradamante@netent.com)

Roland Glasfors, Investor Relations, NetEnt AB (publ)  
Phone: +46 760 024 863  
[roland.glasfors@netent.com](mailto:roland.glasfors@netent.com)

Mark Kemp, Gaming Director, Gala Coral  
[mark.kemp@galacoral.com](mailto:mark.kemp@galacoral.com)

Simon Clare, PR Director, Gala Coral  
Phone: +44 7860 465 139

**About Gala Coral Group**

Gala Coral Group is one of Europe's preeminent betting and gaming businesses with strong market positions and well established brands, both on the high street and online. The group's operations are primarily focused in the UK, and also Italy – the two most attractive gambling markets in Europe.

Coral is one of the world's foremost betting and gaming companies offering a broad range of products across over 1,800 UK betting shops; online, on the telephone and on

mobile/tablet devices. The company's goal is to give customers the best betting and gaming experience whenever, however, and wherever they decide to play. In addition to operating the betting and gaming brand across multiple channels Coral also develops and builds gaming products for land-based, online, mobile & social channels. [www.coral.co.uk](http://www.coral.co.uk)

**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 their cutting-edge platform. With innovation at its core, NetEnt is committed to helping customers stay ahead of the competition. NetEnt is listed on Nasdaq Stockholm (NET-B), employs more than 600 people and has offices in Stockholm, Malta, Kiev, Gothenburg and Gibraltar. [www.netent.com](http://www.netent.com)