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NET ENTERTAINMENT

Interim report January – June 2011

Agenda

- Q2 Overview
- Financials
- Italy update
- Strategic initiatives
- Future outlook
- Q&A



Q2 overview

- Revenues up 12.0% to 99.9 MSEK with a margin of 27.2 %
- One new customer signed with Europe focused operator
- First branded game released - Frankenstein
- Gaming activity increased 30 percent since last year
- Mobile games development – Launch in H2 2011
- Italy preparing for launch

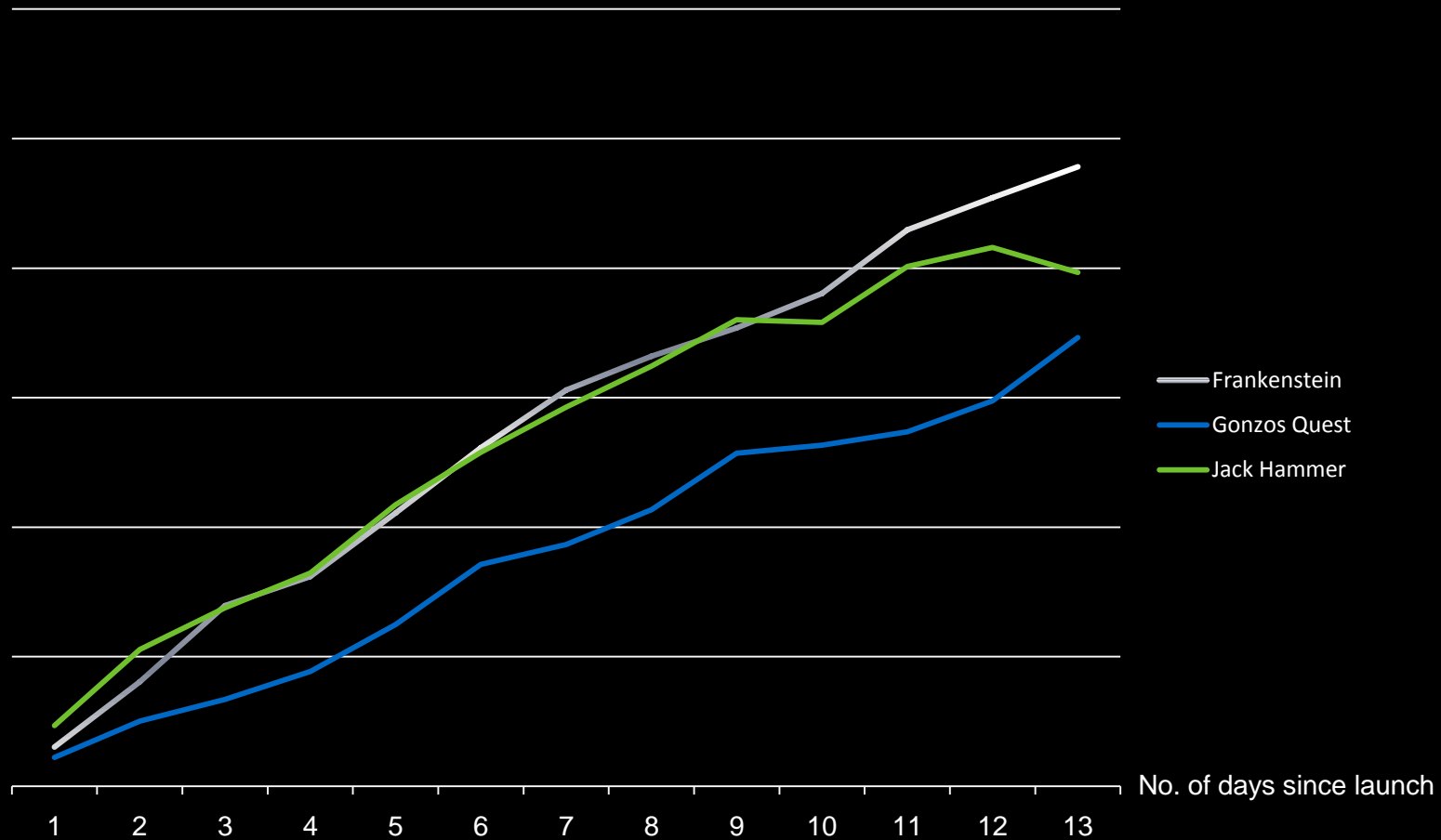


FRANKENSTEIN™

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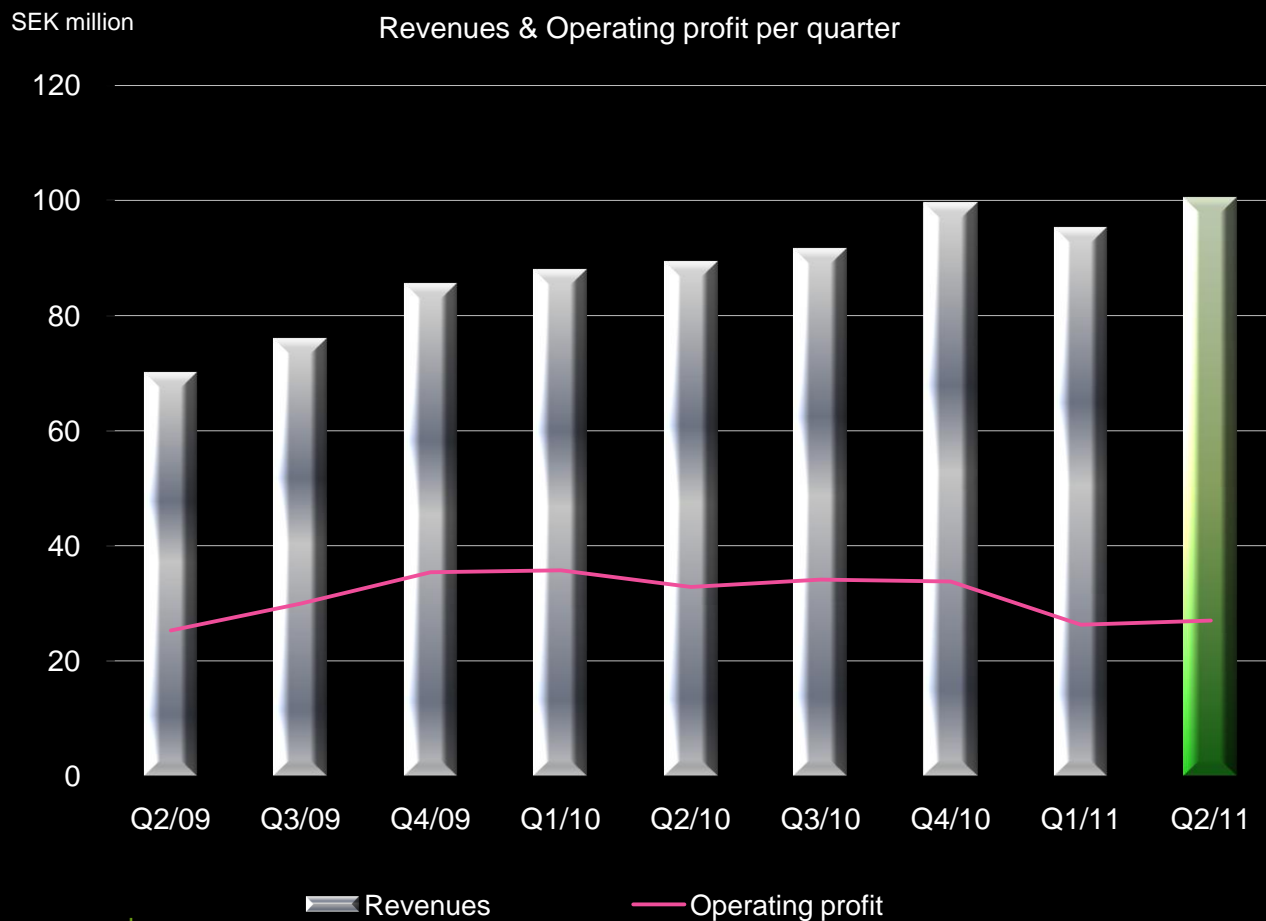
Accumulated GGY performance



Q2 financials

- Positive performance despite seasonal effects and French regulation
- Revenues increased 12.0% to 99.9 (89.2) MSEK
 - 25% excluding revenues from France
- EBIT amounted to 27.2 (32.8) MSEK
- Operating margin of 27.2% (36.8%)

Financial performance by quarter

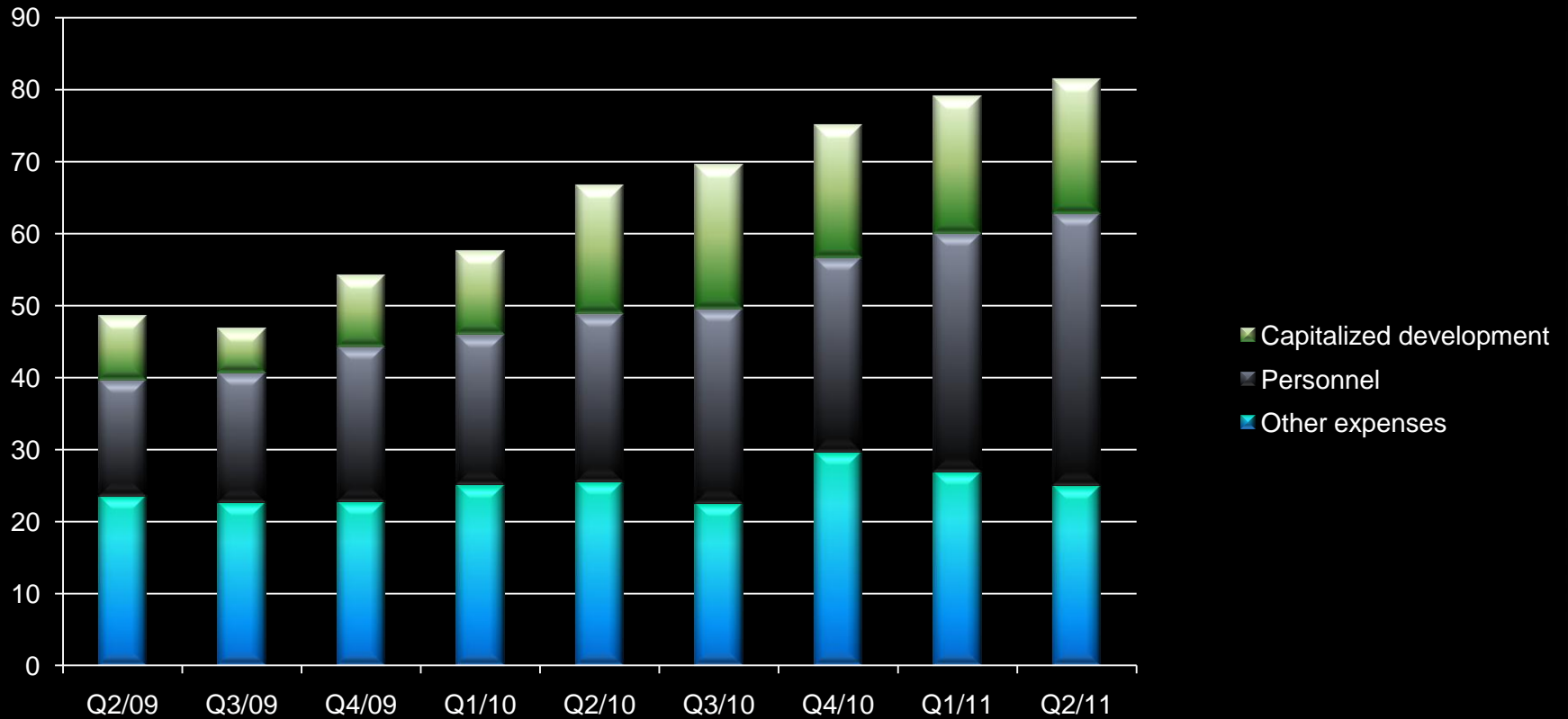


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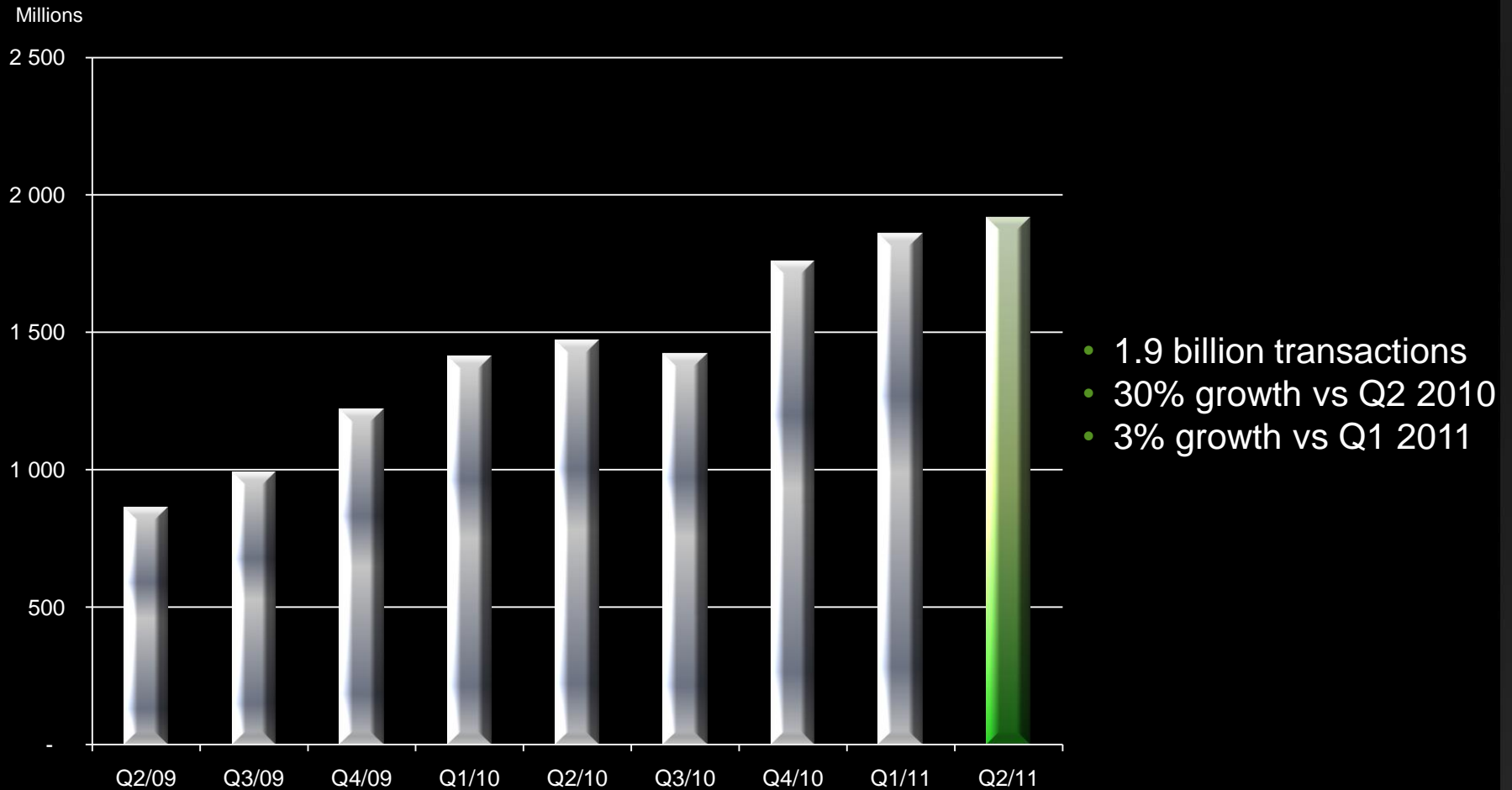
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Cost base

SEK million



Game transactions



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Italy

- Net Entertainment's Italian customer base

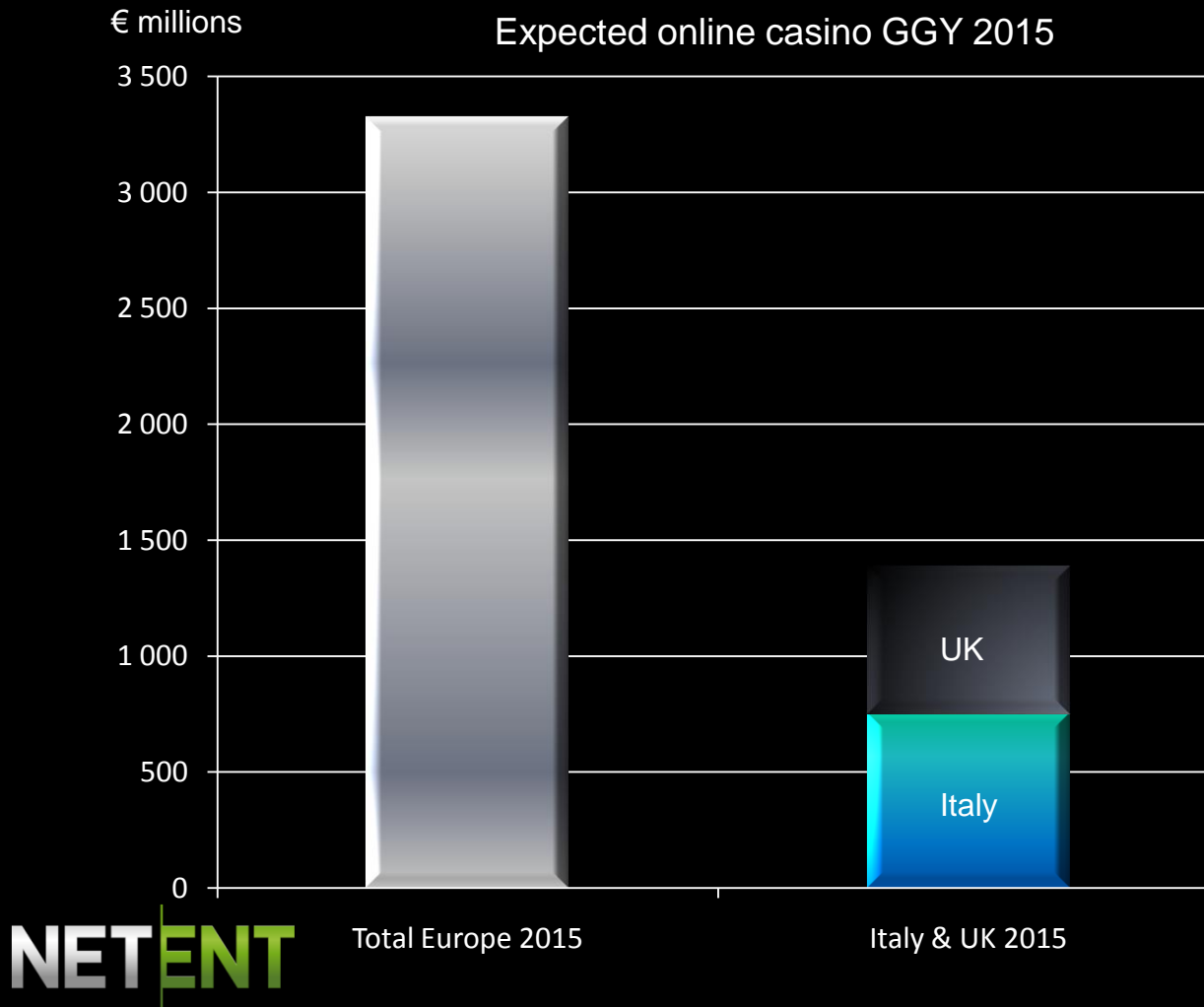


- First possible launch date, July 18
- Slots scheduled for H1 2012

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Future growth markets for Net Entertainment



Italy and the UK together represent 42% of the total European online casino market in 2015

Strategic initiatives

- Regulatory adaptations
- Next generation platform
- Mobile solution

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Future outlook

- Robin Hood to be released in Q3
- New title signed with Universal
- Continued sales activities in the UK
- Jaxx/Mybet scheduled for launch in Q3
- The future holds exciting opportunities:
 - New products, New markets, Continued growth

Q&A

A&Q

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