



BETTER GAMING™

Year-end and Q4 2014

February 12th, 2015

Agenda

- NetEnt in brief & key report highlights
- Financial update
- Product update
- Market update
- Future outlook
- Q&A



Company highlights

NETENT

Global
B2B

Digital Entertainment
Company

Online Casino
GAMING
Solutions

Great
GROWTH
Potential

Workforce of
+600

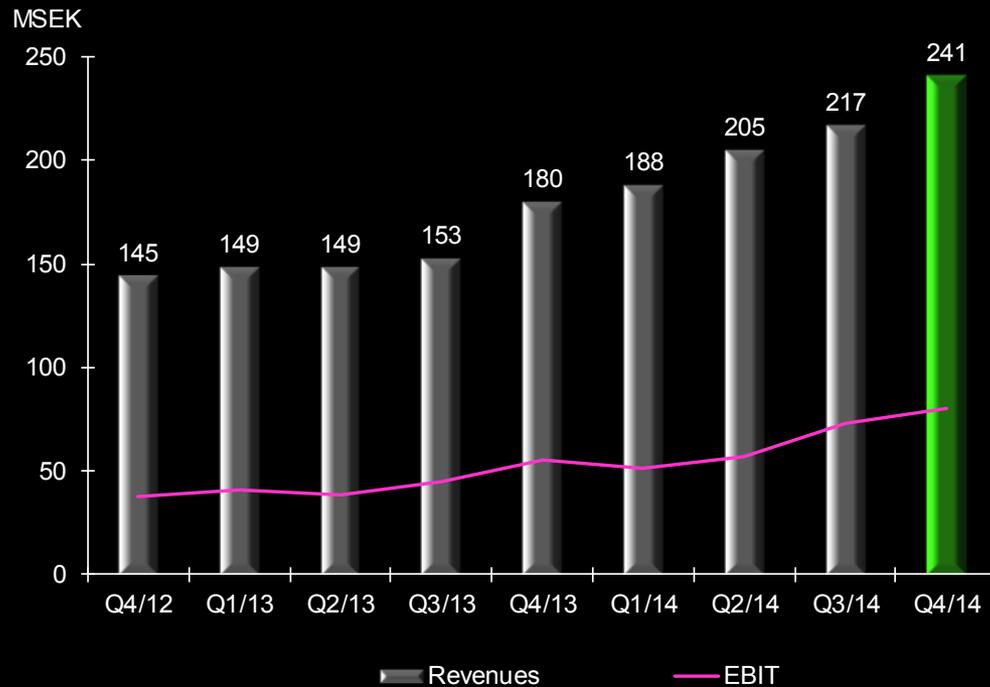
INNOVATION
& Technology

Listed on Nasdaq
Stockholm Market Cap
>€1bn

Q4 2014 – Key report highlights

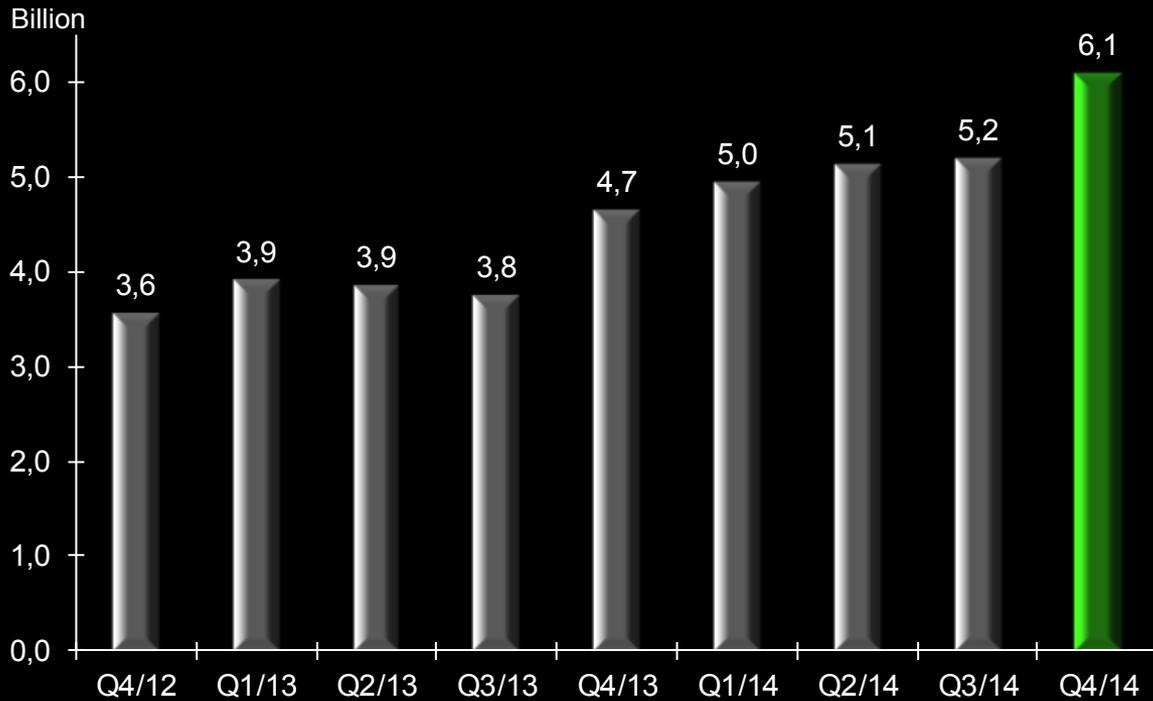
- Best quarter ever with record revenues, operating profit and cash flow
- Game transactions reached 6.1 billion in Q4, +31% y-o-y
- 10 new customer signed, 6 customers launched
- North America licensing process underway
- Mobile games represented >17% of gamewin in Q4, up from 9% in Q4-13
- Proposed dividend of SEK 5.00 (3.00) per share

Revenues & operating profit by quarter



- Revenues +33.8% y-o-y to 241.1 MSEK
 - +27.8% in euro y-o-y
- EBIT +44.5% y-o-y to 80.3 MSEK
- EBIT margin of 33.3% (30.9%)

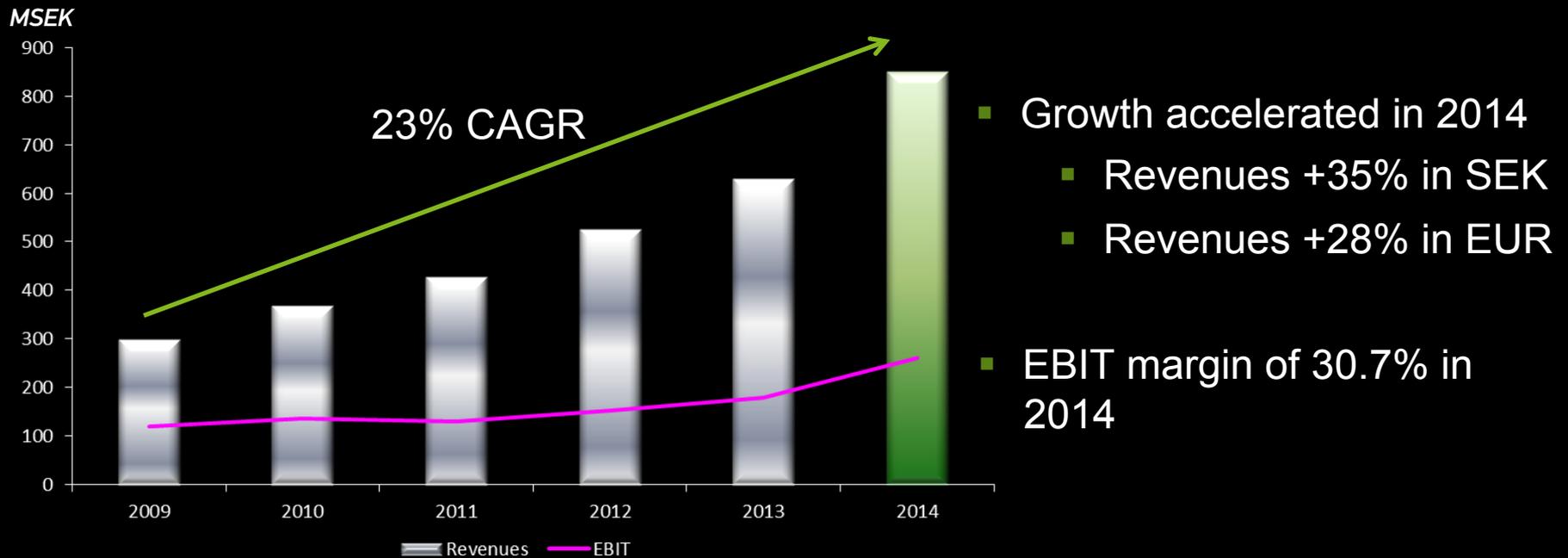
Game transactions by quarter



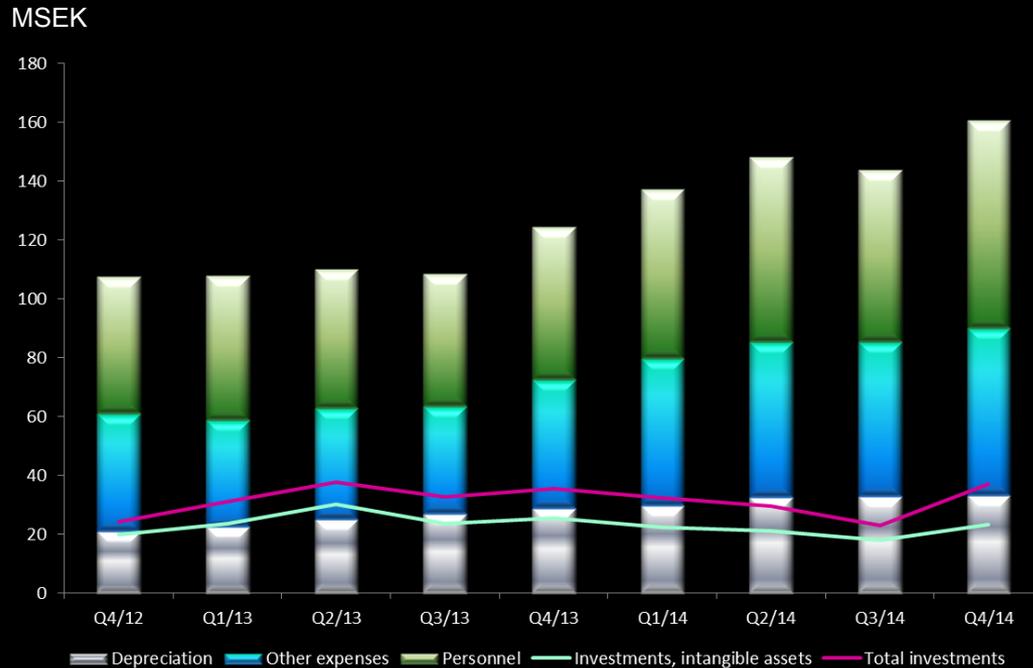
Q4 2014

- 6.1 billion transactions
- +30.9% y-o-y
- +17.3% q-o-q

Revenues & operating profit 2009-2014



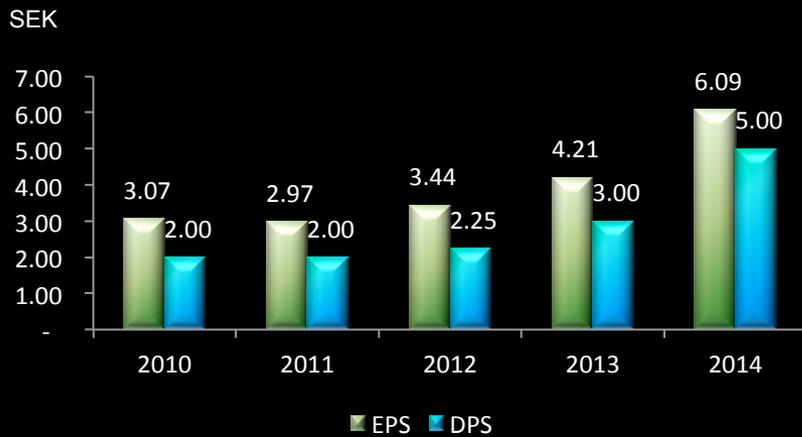
Costs and investments by quarter



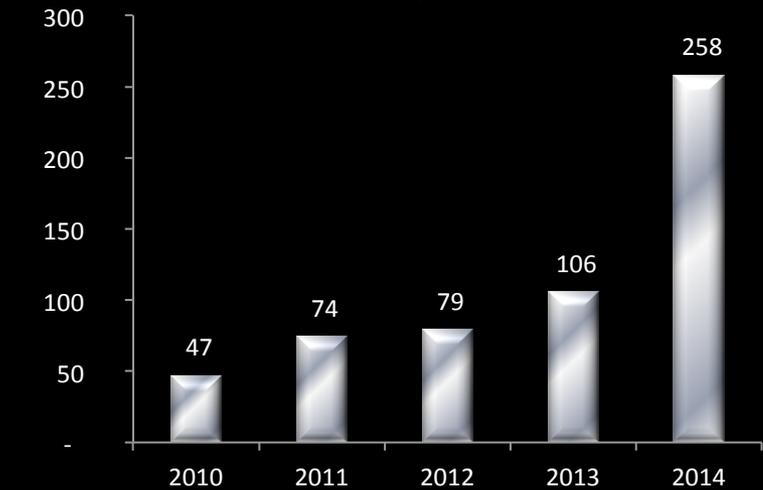
- Personnel costs increased by 36% y-o-y in Q4
 - Hiring for growth
- Total investments increased by 4% y-o-y in Q4
- Investments in relation to overall costs decreased in 2014, positively affecting cash flow

Cash flow and dividends

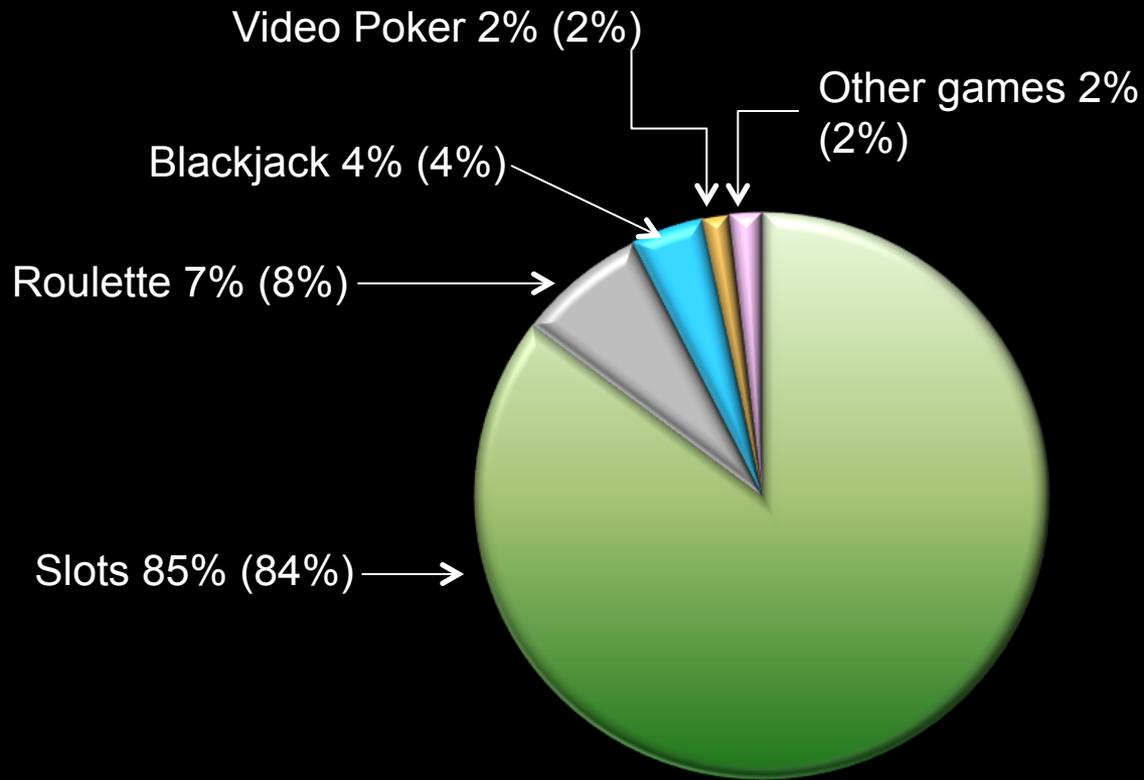
Net earnings and dividends per share



Net cash position



Game win breakdown by game



Note: Gamewin split as per Q4, 2014. Previous quarter in parenthesis

Game releases Q4

The INVISIBLE MAN™ ONLINE SLOT



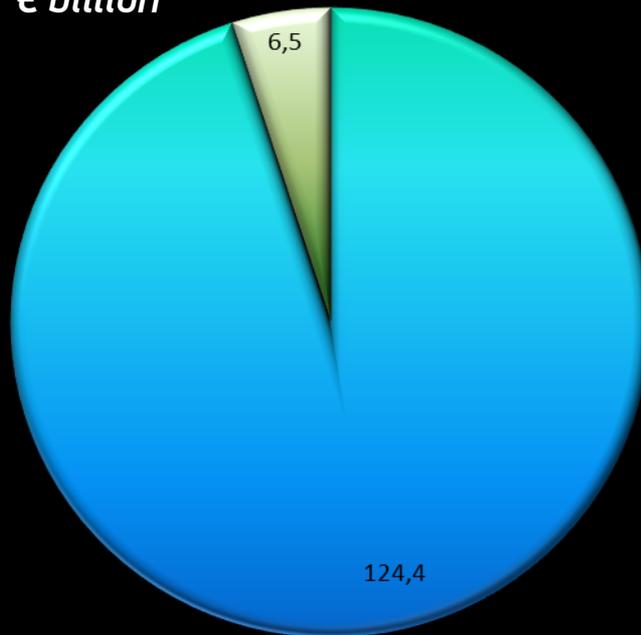
SOUTH PARK™
REELCHAOS TOUCH

COSMIC FORTUNE

Jack and the Beanstalk TOUCH

Total casino market in 2014

€ billion

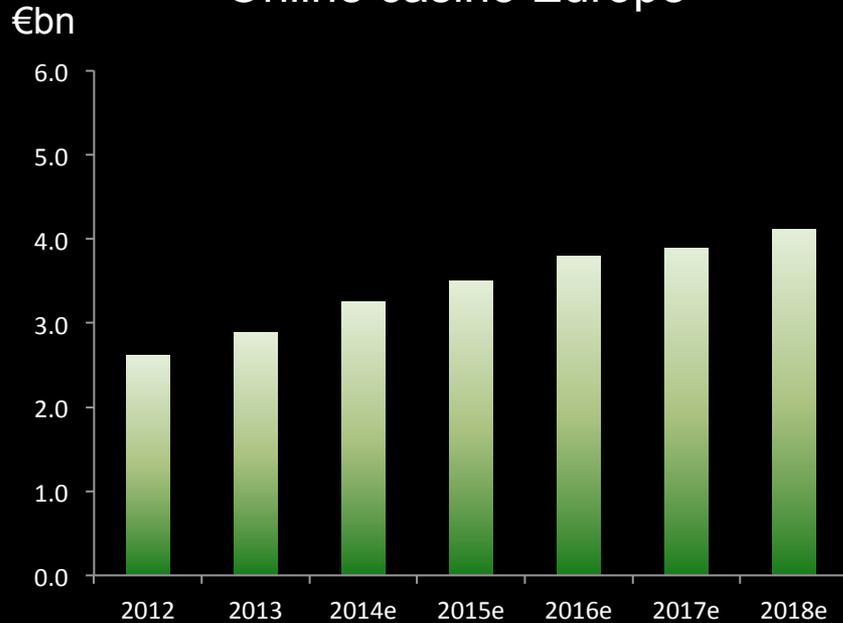


■ Landbased Casino ■ Online Casino

- Global casino market, €131 Bln
- Global online casino market, €6.5 Bln
- Global online casino market grew 11.4% in 2014
- Only 5% penetration of online casino globally

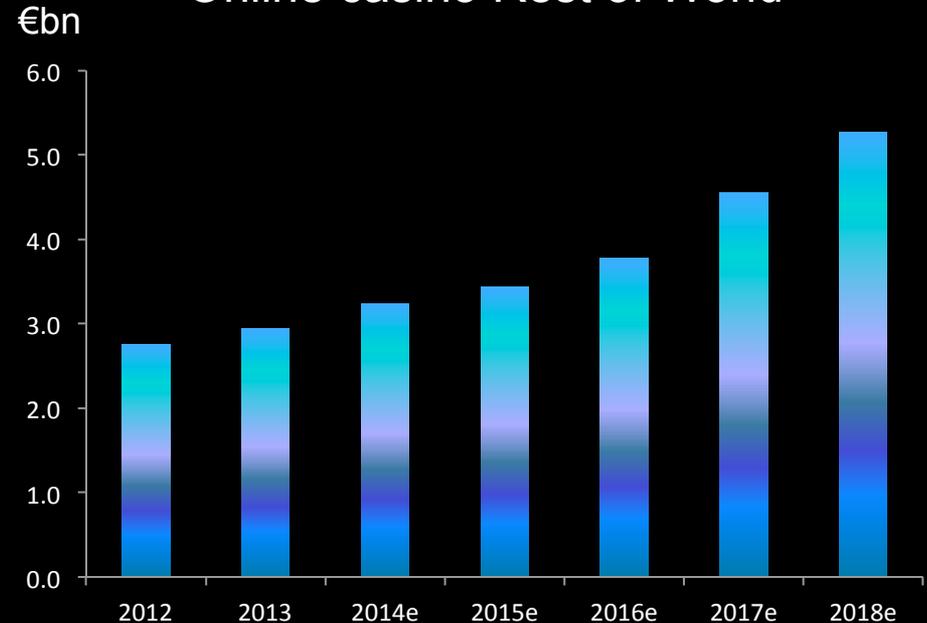
Online casino market

Online casino Europe



CAGR, 2014e-2018e: 6%

Online casino Rest of World



CAGR, 2014-2018e: 13%

Events after the quarter

- In January, Italian operators SNAI and Sisal were launched with platform supplier GameAccount Network
- In February, NetEnt won Slots Provider/Supplier Product of the Year prize at the International Gaming Awards
- In February, a new branded game featuring Guns n Roses was announced, in collaboration with Universal Music



Future Outlook

- 18 new customers yet to launch as per end of 2014
- Good conditions for continued good growth and profitability
 - Ambition in 2015 to achieve good sales growth with an operating margin around 2014 level
- Growth triggers



UK market



Spain



Live Casino



Mobile



New games



New customers

North America

Asia

Q&A

Legal disclaimer

Certain statements in this presentation are forward looking and the actual outcomes may be materially different. In addition to the factors discussed, other factors could have an impact on actual outcomes. Such factors include developments for customers, competitors, the impact of economic and market conditions, national and international legislation and regulations, fiscal regulations, the effectiveness of copyright for computer systems, technological developments, fluctuations in exchange rates and interest rates, and political risks.

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