

PRESS RELEASE

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NetEnt's first-of-its-kind reality TV-style series [The Challenge](#) hits 1.4 million views and boosts employment applications

NetEnt, the leading provider of digital gaming solutions, has enjoyed impressive interaction across its social media channels and website thanks to its reality TV-style campaign, [The Challenge](#).

The Employer Branding campaign, which was designed to cement NetEnt's reputation as a top-tech employer in the highly competitive gaming industry, has helped NetEnt scale new heights in terms of awareness and recruitment.

The reality TV-style web episodes have been seen 1.4m times since May's launch, with job applications up by 86% and traffic from social channels to [netent.com](#) up by 325%.

More than 900 employees at seven global locations took part in *The Challenge*, which saw four members of the NetEnt team, climb one of the European Alps' tallest mountains with support from colleagues in-house.

Tasks designed to strengthen the company's strong culture were completed by staff across the business as NetEnt transferred its gamification expertise to the branding campaign.

Per Eriksson, CEO of NetEnt, said: "NetEnt is always looking to stay one step ahead as we strive to be leaders in the sector and we take an innovative approach to all we do including recruitment and employee engagement.

"It's a project we can all be proud of as a company as it highlights how fun but challenging it is to work here every day. It's good to give prospective candidates an exclusive behind-the-scenes view at what working at NetEnt really looks like."

"The success of The Challenge shows that our workforce is never afraid to go above and beyond and their dedication will only continue to lift us."

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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 900 people and has offices in Stockholm, Malta, Kiev, Gothenburg, New Jersey, Krakow and Gibraltar. www.netent.com