



PRESS RELEASE
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emojiplanet™ to add more innovation to NetEnt's extensive games portfolio

NetEnt, the leading provider of digital gaming solutions, has entered the fun universe of the emoji with its latest unveiling emojiplanet™, which follows in the footsteps of the hit feature film.

Emojis are everywhere! Emoji is the fastest growing language ever as people send millions of them to each other every day, but what if there's a place where all of them live? Now players have the chance to discover the fun and crazy universe of the emoji with NetEnt's emojiplanet™.

This mobile-first game is developed in partnership with the emoji company GmbH & Global Merchandising Services Ltd. The release of the game coincides with the launch of the hugely successful feature film about emojis, which was released in July.

Using the Cluster Pays™ mechanics, the 5-reel, 6-row video slot sends players into the midst of an Avalanche with playful music setting the scene for the madness which ensues as the beloved emojis cascade down.

The emojiplanet™ is sure to keep players enthralled, with five exciting Emoji Features; the Bomb, Pizza, Kiss Mark, Rocket and Heart emojis are all up for grabs as they cascade from the sky causing chaos as they fall.

Face with Tears of Joy, Twitter's most popular emoji and Word of the Year 2015, also features and players will surely recreate it if they win in NetEnt's emojiplanet™!

Simon Hammon, Chief Product Officer of NetEnt, said: *"The emoji has become a worldwide phenomenon, so we're pleased to be able to give players the chance to enter their world."*

"The emojiplanet™ was made to bring fun and laughter to the gaming experience and we're confident our players will love this unique encounter and everything it offers."

Excitement has been building for the release of emojiplanet™ since it was unveiled at this year's ICE.

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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

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