

PRESS RELEASE
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NetEnt, proud AllBright finalist for the third year running

Finalists gathered earlier this week for the annual AllBright Award, which was awarded to the publicly listed company on the Stockholm Stock Exchange that had best achieved equality within their organization. NetEnt was the only large cap company that reached the finals and is the only company that has qualified as a finalist for three years in a row.

Per Eriksson, CEO of NetEnt says, "We are proud and pleased to be recognized for such an important issue. We have been working strategically for several years with our goal of achieving a 50/50 balance of men and women throughout the organization by year 2020. The AllBright nomination is proof that our work is producing results. Our diversity work is an important part of our culture and a must for us to attract the right skills and to continue our growth journey. But we are not going to lean back and be satisfied now, we still have work left before we reach our goal."

To say that the gaming industry is male-dominated is an understatement. On the other hand, it can be noted that NetEnt, the tech company that ranks highest on the AllBright list, stands out from the crowd with its 38% female employees. Over the years, NetEnt has strategically worked with gender equality, and one can see the biggest improvement in balance among its managers. Today, NetEnt has a 50/50 balanced senior management team and 36% of its female employees in management positions.

NetEnt believes that gender equality and diversity are the key factors for continued success and for maintaining a strong innovation culture. *"My experience is that diverse groups perform and work better together. Reaching 50/50 by 2020 is a long-term strategy that is important for achieving our overall growth and goals"* Per Eriksson concludes.

This year's winner is Humana. For more information about the finalists and the AllBright prize: www.allbright.se/nyheter

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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