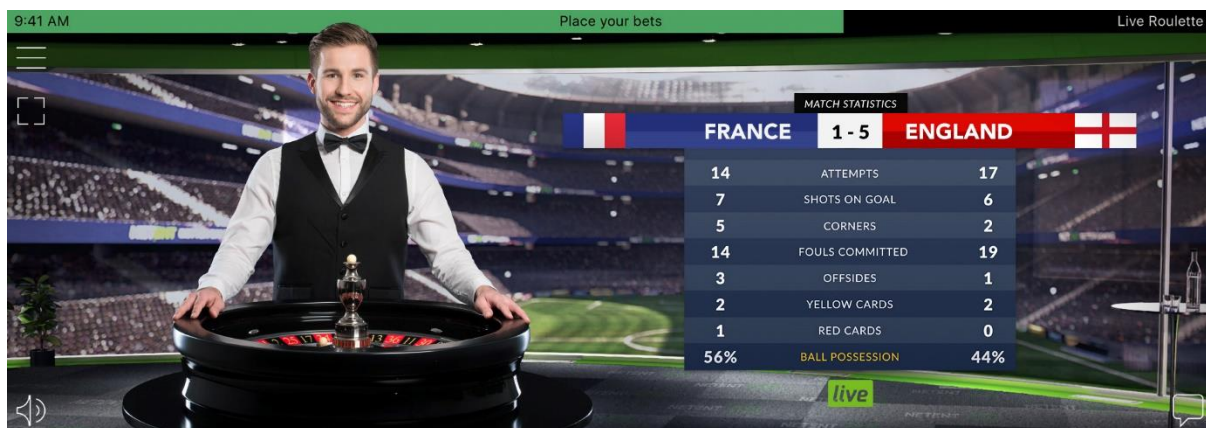


PRESS RELEASE
May 8, 2018

NetEnt innovation brings World Cup fever to live casino

NetEnt has unveiled its newest technological innovation in live casino with the creation of Live Sports Roulette to help operators keep players at the heart of the action during the World Cup.



NetEnt is ramping up its World Cup related product releases to provide casino operators with engaging entertainment throughout the tournament.

Last week, NetEnt introduced the World Cup Free Round Widget for slot games and today a totally new experience for live casino is unveiled. The new Live Sports Roulette will be launched on June 14 and is available to players during the World Cup.

This immersive live football experience allows players to keep up with scores and real time updates, while enjoying live roulette. Dealers will comment on the World Cup games with the live sports feed showing a summary of on-going game statistics, group tables and scheduled games.

The Live Sports Roulette is a truly engaging gaming experience available on both mobile and desktop, enabling players to closely follow the World Cup as never seen before.

During the World Cup tournament, NetEnt will be accompanying the release alongside a new promotion, Goal Smash Roulette. The competition is comprised of two parts, daily bonus giveaways and prize draws with a total prize pool of €75,000.

Henrik Fagerlund, Chief Product Officer of NetEnt, said: *“Live Sports Roulette offers a truly immersive football experience, while players enjoy our live games.”*

“With the World Cup just around the corner, it’s the perfect opportunity to introduce Goal Smash Roulette, giving players a chance to win daily prizes as well as staying on top of all the action during the tournament.”

The Live Sports Roulette and Goal Smash Roulette promotions will be available to all operators on an opt-in basis during the World Cup and is integrated seamlessly for participating NetEnt Live customers.

After the World Cup, the technology will be available for Roulette and for any type of event. Operators will be able to include it in their exclusive stream, giving them an opportunity to engage any target group by displaying events, tournaments, contests or similar, to tap into the interests of their players.

Goal Smash Roulette will run between 00:00 on June 14 until 23:59 on July 15, 2018 (CET). To opt-in for the promotion, operators must contact their account manager no later than May 16, 2018.

For additional information please contact:

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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