

PRESS RELEASE

June 8th, 2018

NetEnt launches daily jackpot campaign celebrating the World Cup with €1,000,000-worth of cash prizes

NetEnt's Mega Million Campaign will be giving away a huge number of cash giveaways amounting to more than €1,000,000 during this summer's World Cup. The campaign runs on NetEnt's popular jackpot games Hall of Gods™ and Mega Fortune™ and will take place this summer between 14 June and 15 July, with the jackpot potentially falling after that date.

The campaign is divided into two parts. The first part offers players the chance to win €3,800 every day a world cup game is played – with a total cash-prize sum of €95,000. The second part offers an additional sum of money (€350,000 for Hall of Gods™ and €650,000 for Mega Fortune™) to the winner of the mega jackpot.

NetEnt has already unveiled a few innovative product releases, both for live casino and slot games, in the run-up to the World Cup. The industry-first Sports Betting Widget for live casino, allows simultaneous sports betting and live casino action, offering players a truly engaging gaming experience. For Live Roulette NetEnt has also launched World Cup Live where players can follow the action of the World Cup while playing roulette. This feature is available on both mobile and desktop and enables players to follow football games like never before. This tool will accompany a separate campaign: Live Casino's Goal Smash Roulette – a competition comprised of two parts, with daily bonus giveaways and prize draws with a total prize pool of €75,000. NetEnt has also launched Football Free Round Widget, a football penalty shootout game that awards the player free rounds; another engaging, football-themed tool for the summer.

Henrik Fagerlund, Chief Product Officer of NetEnt, says: "Campaigns like Mega Million enhance players' gaming experience. This summer's football event is a great opportunity to push our already popular jackpot games, and that's why we've splashed out on this one. Just like our players, we're really looking forward to the World Cup and can't wait for the excitement to begin!"

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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.
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