

PRESS RELEASE

Financial News

Stockholm, September 18th, 2018

NetEnt beta-launches affiliate business

Today NetEnt announces the beta-launch of its own affiliate business. Via a brand-new games section at www.netent.com, video slot fans will now be able to try out all the NetEnt games while at the same time receive great bonus offers from operators.

The aim is to create a place where players can enjoy the complete portfolio of NetEnt games for free, while operators can offer traffic-driven bonuses to players that are interested in the full experience, playing for real money. Offers and bonuses from Leo Vegas, Casumo, Cashmio and ComeOn will be available to NetEnt fans through this beta-launch.

Working with affiliates is a proven method for operators to reach new customers in a cost-efficient way. The method is rapidly growing and has been successful in verticals like travelling and e-commerce.

Therese Hillman, CEO of NetEnt, comments:

“This is both an important and natural step for us, positioning us in an attractive part of the value chain, as we continue to offer the ultimate entertainment experience. This new strategic initiative is a great way for us to strengthen our relationship with both operators and players.”

“We know that we create entertaining slot games and our brands have a strong position on the market with a lot of fans and dedicated players. Through our affiliate site we’ll be able to supply operators with traffic and provide Netent fans with great content and offers when they play our games.”

NetEnt’s affiliate business is launched alongside a brand new and innovative game section at www.netent.com. On the new site NetEnt fans can enjoy the full NetEnt portfolio, play their favorite games, find similar titles through playlists and themes and then go on to play the games they like with NetEnt’s secure and trustworthy affiliated operators.

[Click here to visit the new site](#)

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About NetEnt

NetEnt 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 a cutting-edge platform. NetEnt is committed to helping customers stay ahead of the competition, is listed on NASDAQ Stockholm (NET-B) and employs 1,000 people in Malta, Stockholm, Kiev, Krakow, Gothenburg, Gibraltar and New Jersey. www.netent.com