

PRESS RELEASE

Financial News
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NetEnt selected as supplier to ATG for the re-regulated market in Sweden

NetEnt, leading provider of digital casino solutions, has entered into an agreement to supply its award-winning online casino games to Sweden's main horse racing operator AB Trav och Galopp (ATG), as the new Swedish gambling law takes effect on January 1st, 2019.

ATG was founded in 1974 and will be one of Sweden's largest gaming operators on the re-regulated market. The company is owned by the Swedish Trotting Association and the Swedish Jockey Club, with the aim of guaranteeing long-term financial stability for trotting and thoroughbred racing.

On June 7th, 2018, the Swedish parliament, Riksdagen, approved the re-regulation of Sweden's gambling market. The new legislation comes into force on January 1st, 2019, and NetEnt aims to be ready to operate together with its partners on the day of market opening. Expansion in regulated markets is a key part of NetEnt's growth strategy, and after a thorough qualification process, NetEnt has been selected as an online casino supplier to ATG.

"Our ambition at ATG is to create a responsible and exciting casino experience with long-lasting relations to our customers. We are pleased that NetEnt will play an important role in achieving this ambition," says **Mikael Bäcke, Chief Product and Business Development Officer at ATG.**

Henrik Fagerlund, MD NetEnt Malta Ltd. and Chief Product Officer of NetEnt comments: *"I am very proud that we are partnering up with ATG for the new Swedish regulated market. ATG has a very strong brand in Sweden, and with our experience in online casino and regulated markets I am confident that we can support ATG in their ambitions to grow outside of horse racing."*

The commercial launch of NetEnt's online games with ATG is expected in the beginning of 2019.

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About ATG

AB Trav och Galopp (ATG) – the Swedish Horse Racing Totalisator Board – has arranged betting on horse racing since 1974. The company was established by the state, with the aim of guaranteeing long-term financial stability for trotting and thoroughbred racing. ATG's success on the betting market, and the surplus generated by the company's business, have made a major contribution to the health of horse sport in Sweden. ATG's aim is to be a leading betting company, and to be an attractive workplace with staff who enjoy working for the organisation. The company's turnover in 2017 amounted to SEK 16 112 million.

About NetEnt

NetEnt AB (publ) is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Visit <http://www.games.netent.com> to try our games. 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