

PRESS RELEASE
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NetEnt and Bethard combine to create exclusive virtual live casino

Next generation casino and sportsbook Bethard has become the latest operator to launch an exclusive virtual casino with NetEnt.



The custom-built virtual casino product reflects Bethard's bold and innovative style. In the casino, Next Level Live, players can move between three stunning external environments (underwater, volcano and space), depending on the action on the two blackjack and one roulette tables.

There is also a special sports roulette table which shows players a feed of live football results. This new joint venture between Bethard and NetEnt shows the vast potential of NetEnt Live's proprietary live casino technology.

NetEnt's exclusive virtual casinos are collaborative productions with partner casinos, allowing brands to fully leverage their identity.

NetEnt's exclusive virtual casinos generate a virtual multi-table environment. Players enjoy a superior UX thanks to a multitude of camera positions that also provide visibility of the other tables. The virtual casino from NetEnt makes it easy for players to change games and tables, without having to return to the lobby.

Henrik Fagerlund, Chief Product Officer of NetEnt, said: "Bethard is a super-ambitious brand with aggressive growth plans to match. With Next Level Live, we have jointly created a unique live casino experience that perfectly fits their personality and is guaranteed to boost engagement."

Bjørnar Heggernes, Casino Manager at Bethard, said: "Next Level Live allows us to have an unprecedented level of product ownership and control and the result is a live casino which is 100 percent Bethard. This authenticity means that players are getting the true and irreplaceable Bethard experience – we are sure our players will love it."

Bethard joins Mr Green, Unibet and Ninja Casino as operators with an exclusive virtual casino from NetEnt.

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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. Visit 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 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

Bethard Group is a multifaceted group offering various iGaming related services including online casino, sports betting, white label services and gaming platform services. It is operating under a Maltese, UK and Danish licence, with applications pending for German, Swedish and Irish licenses.