

PRESS RELEASE
September 17th, 2019

NetEnt opens a new office in the UK

NetEnt enhances its UK footprint further with a new subsidiary and the opening of a new office at Kings Cross.



The establishment of NetEnt UK Ltd and the move into a new office in the Stanley Building at King Cross is a strategically important step for NetEnt. The UK is a prioritized growth market and local presence will better support UK operators.

The office was opened by Andy Whitworth, Managing Director NetEnt UK & Chief Strategy Officer and Rob Fell, Director of Platform Products & Services. The UK team has since grown with top talents from the industry and the office will grow further within the next few months.

“We are delighted to be open for business in the UK. We need a local presence to better support our valued customers and grow our market share. We have already recruited some key talent and now we begin a period of recruitment for the second wave.”, **said Andy Whitworth, Managing Director of NetEnt UK Ltd.**

“This is a natural next step and an example of our commitment to the local market. The UK is already our largest market, and we see a short-term opportunity to grow our market share by being closer to our UK based customers. Our increased UK presence is one of the NetEnt Group’s key strategic initiatives this year.”, **said Therese Hillman, CEO of NetEnt.**

For additional information please contact:
press@netent.com

NetEnt UK Ltd. is a US subsidiary of NetEnt AB (publ), 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