

PRESS RELEASE

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## NetEnt partners with FashionTV Gaming Group

Branded portfolio gets a FashionTV makeover following strategic partnership with the global TV network's exclusive licensor.



NetEnt has signed a deal with FashionTV Gaming Group, the exclusive licensor for the FashionTV brand in iGaming, to produce an innovative slot inspired by the leading fashion and style channel's hit song 'I Want to be a Trillionaire', featuring FTV star Anja J.

This collaboration will enable NetEnt to actively leverage the global recognition of the FashionTV mega-brand and its international network, which reaches over two billion viewers.

FashionTV Gaming Group has rapidly taken the gaming industry by storm, connecting the online world with the luxury of FashionTV. Players are immersed in the glamorous world of FashionTV, with the opportunity to attend real-life branded events and parties and receive lavish FashionTV-branded goods straight to their doorstep.

"FashionTV has something different to offer the online casino sector – from its brand identity, its reach, the power of its global network, and its understanding of how to create engaging and unique content. Our partnership hopes to combine our unequalled ability to work with brands, with FashionTV's sheer global recognition and marketing power." said **Bryan Upton, NetEnt Director of Games**. "The 'I Want to be a Trillionaire' song is loved by millions of fans all over the world and we look forward to bringing 'The Trillionaire' game, inspired by this popular song, adding a touch of glamour and bling to our industry-leading portfolio."

"At FashionTV Gaming Group we are committed to blending the high lifestyle and luxury of our brand with the unique thrill of the online casino experience. NetEnt's unrivalled ability to deliver world-class slot games that are always a step ahead of the competition makes them an ideal brand to business partner to further our presence in the gaming industry," said **Shai Kaplun, COO at [FashionTV Gaming Group](#)**.

**For additional information please contact:**

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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](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 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](http://www.netent.com)