

PRESS RELEASE

April 27th, 2020

NetEnt and ReelPlay agree IP partnership

NetEnt Product Services Ltd and ReelPlay Pty Ltd have entered into an agreement which strengthens their rights associated with their respective marks InfiniReels and Infinity Reels.

NetEnt and ReelPlay are leading providers of premium gaming solutions to casino operations. NetEnt's debut InfiniReels game, Gods Of Gold InfiniReels will launch on 14th May 2020. ReelPlay's El Dorado Infinity Reels launched in November 2019; the follow-up Giza Infinity Reels launched in April 2020. ReelPlay's Odin Infinity Reels will launch in June 2020.

Under the terms of the agreement both parties will work together to extend and protect their respective franchises of InfiniReels and Infinity Reels.

"In light of both companies independently following similar ideas, it made sense for us to come together to reinforce our unique propositions in a highly competitive market. I would like to commend and thank ReelPlay for their innovative approach and for working together with us in these dynamic times" **said Bryan Upton, Director Games at NetEnt.**

David Johnson, Chief Commercial Officer at Reelplay said "We are happy to have agreed a collaboration with an established, global pioneer such as 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, London, Malta, Kiev, Gothenburg, New Jersey, Krakow and Gibraltar. www.netent.com

About ReelPlay

Founded in 2014 as Chance Interactive, the business re-branded to ReelPlay in 2019. ReelPlay create the highest quality digital gaming content for license to the world's leading regulated casino operators. ReelPlay also offer game build, math, marketing, integration and commercial expertise to partner studios looking to take their own content to the online market.

A privately held business based in sunny Sydney, Australia; the team was strengthened in 2018 by the arrival of experienced industry leaders Scott Smith CEO & David Johnson CCO.

For more information, please visit: www.reel-play.com