

PRESS RELEASE

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NetEnt launches live casino in Lithuania with Betsafe

Following a series of portfolio enhancements, the supplier's live casino games are now available to players in Lithuania for the first time.

NetEnt has made its debut in Lithuania following a successful integration of its live casino games with Betsson Group's Betsafe brand, strengthening the supplier's stronghold in regulated European markets.

NetEnt Live's portfolio has recently undergone a major revamp with a series of enhancements to the player experience, including upgrades to the user interface and navigation to make for a more intuitive design. It has also bolstered its offering with new additions such as Auto Roulette Studio and Perfect Blackjack, which are now available to Betsafe players in Lithuania. Lithuanian players with Betsafe can now enjoy NetEnt's full portfolio of Live Casino games as well as a tailor-made branded auto roulette studio.

In a first of its kind for NetEnt, this collaboration sees NetEnt being the only Live Casino provider with Betsafe for 8 weeks and NetEnt Live games will only be available with Betsafe.

"We have worked tirelessly over the last year to transform the live casino player experience and it is great to see our efforts pay off with new partner launches and market entries such as our integration with Betsafe," says **Andres Rengifo, Director of NetEnt Live**. "Betsafe is a major brand in the Lithuania and we value our relationship and co-operation with them. We have high expectations for the market and couldn't find a better operator to enter the market with."

Kaido Ulejev, Commercial Director CEECA at Betsafe, said: "We're delighted to be the first operator in Lithuania to launch NetEnt Live's content and expect their games will be a big success with our players. With the recent additions and upgrades to their portfolio, the company is at the top of the market and we look forward to seeing how its live casino offering progresses."

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