

PRESS RELEASE
September 18th, 2020

NetEnt expands in the US with BetMGM deal for the newly regulated market in West Virginia

NetEnt is set to launch its award-winning games in West Virginia with iGaming operator BetMGM. This marks NetEnt's first entry into the mountain state.

NetEnt has teamed up with fast-growing iGaming group BetMGM in a partnership that is set to further increase the supplier's reach in key US markets. Backed by GVC Group and MGM Resorts, BetMGM is soon to launch NetEnt content in West Virginia which opened the doors to online casinos on July 15, marking the first time NetEnt's internationally renowned content will be available in the market. NetEnt recently received a temporary license from the regulating authorities in West Virginia.

The agreement follows a strong period of growth for NetEnt in the US, after recently reporting triple-digit increases in quarterly gross gaming revenue in both Pennsylvania and New Jersey.

"BetMGM's rapid success in the US has been impressive and shows no signs of slowing down, making this a significant deal for our company as we continue to expand across the country," says **Brian Kraft, NetEnt Vice President Commercial, Americas**. "Thanks to the strong performance of our games locally, the U.S. is now a major revenue driver for NetEnt and we look forward to working with BetMGM to accelerate growth of both our businesses."

Matthew Sunderland, VP Gaming at BetMGM, said: "We have already seen great success with NetEnt content in New Jersey. Their team really understand what appeals to gaming customers and I am positive this will serve as a major advantage as we strengthen our existing casino offering in West Virginia."

For additional information please contact:

press@netent.com

NetEnt Americas LLC 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 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 a cutting-edge platform. NetEnt is committed to helping customers stay ahead of the competition, is listed on NASDAQ OMX Stockholm (NET-B) and employs 900 people in Stockholm, Malta, Kiev, Gothenburg, and Gibraltar. www.netent.com

About BetMGM

BetMGM LLC is a market leading sports betting and gaming platform and joint venture between MGM Resorts International (NYSE: MGM) and GVC Holdings Plc (LSE: GVC). Based in New Jersey, the company was established in July 2018 to create a world-class sports betting and online gaming platform in the United States, in order to take advantage of the new opportunities created by the U.S. Supreme Court's decision to overturn the U.S. federal Professional and Amateur Sports Protection Act (PASPA). Utilizing GVC's US-licensed, state-of-the-art proprietary technology platform, BetMGM offers sports betting and online gaming via market leading brands including BetMGM and partypoker. The company has exclusive access to MGM Resort's U.S. land-based and online sports betting, major tournament poker, and online gaming businesses. For more information visit www.roardigital.com.