

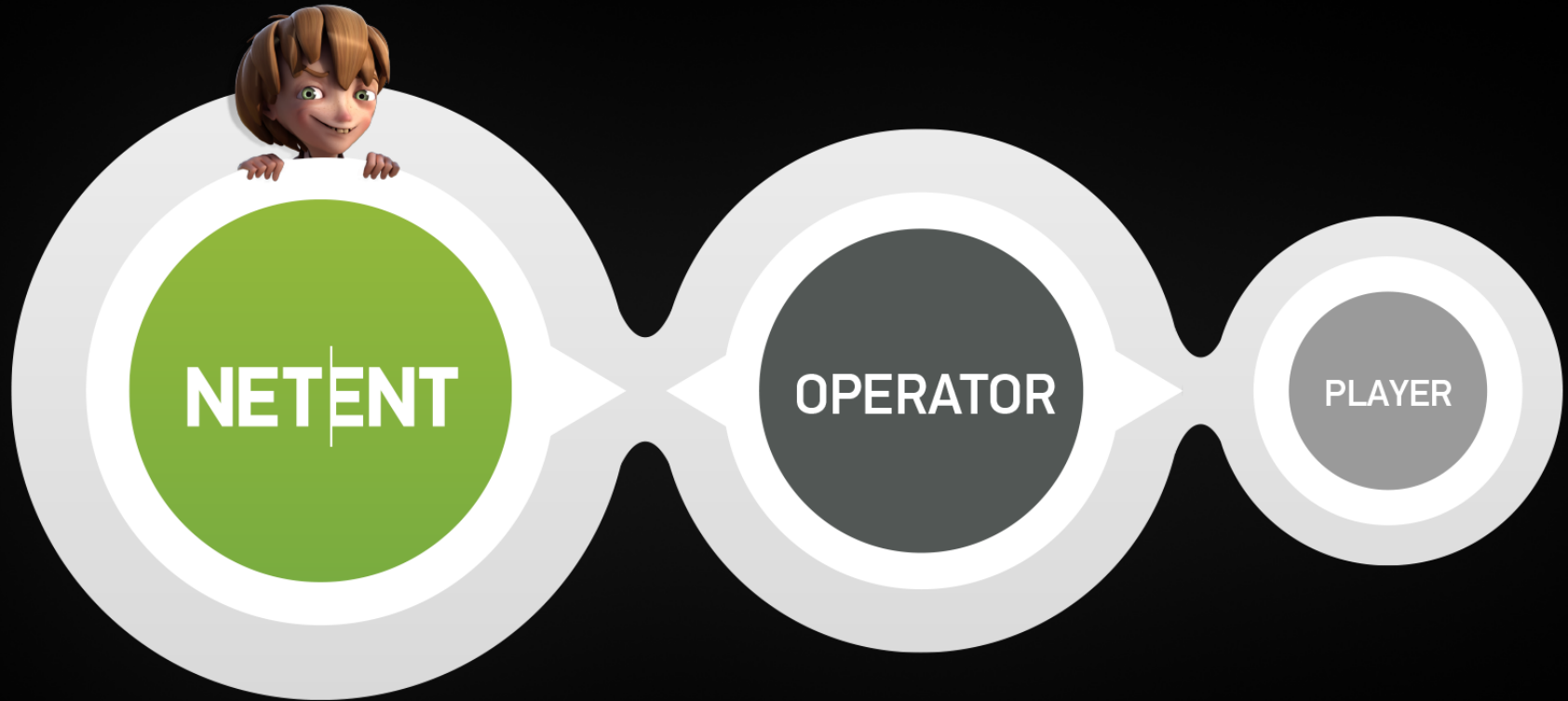


Investor presentation

October 27, 2017

NETENT
BETTER GAMING™

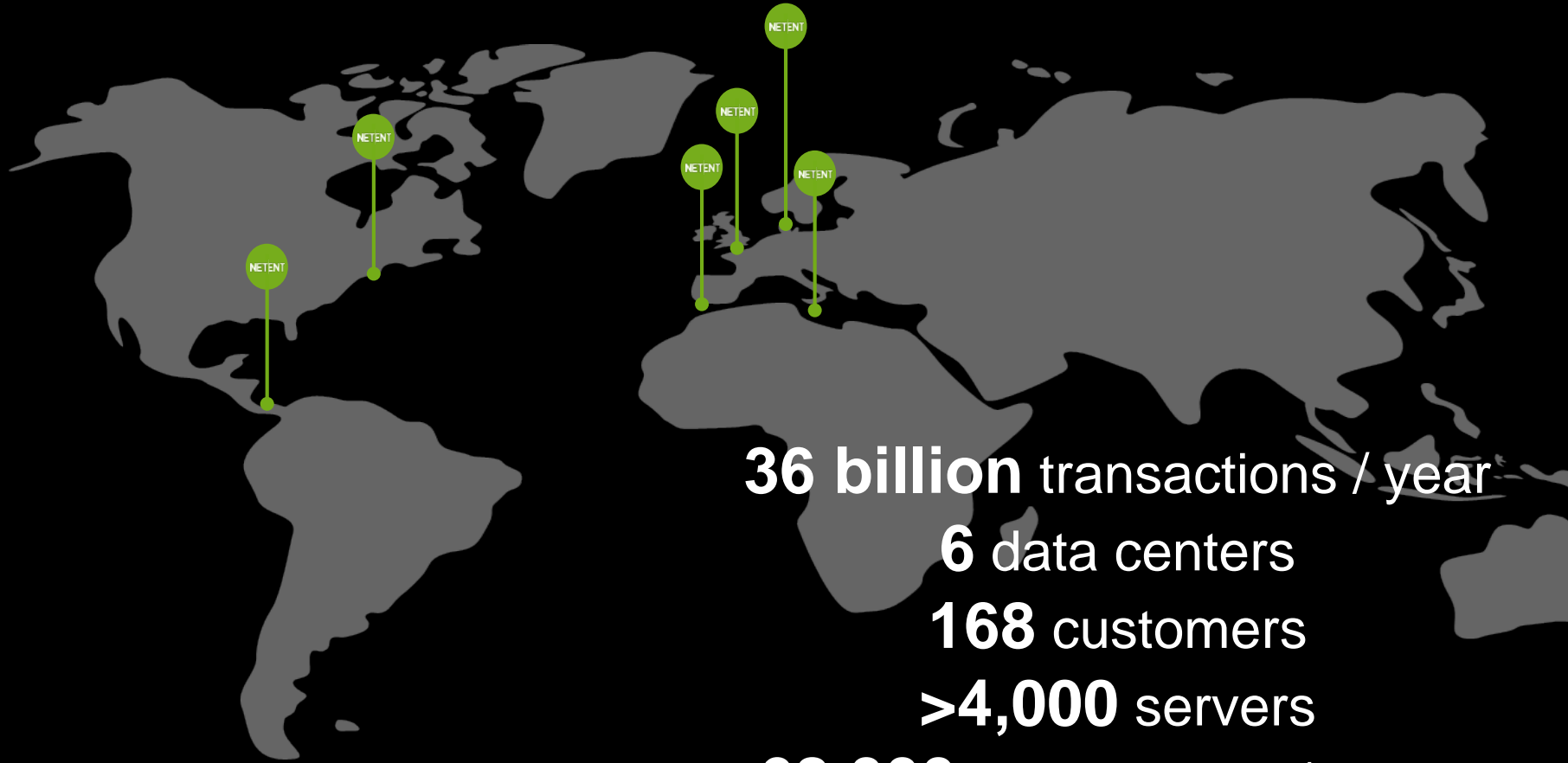
Business Model – Partnership & Revenue Share



Omnichannel offering



Strategic IT infrastructure



36 billion transactions / year

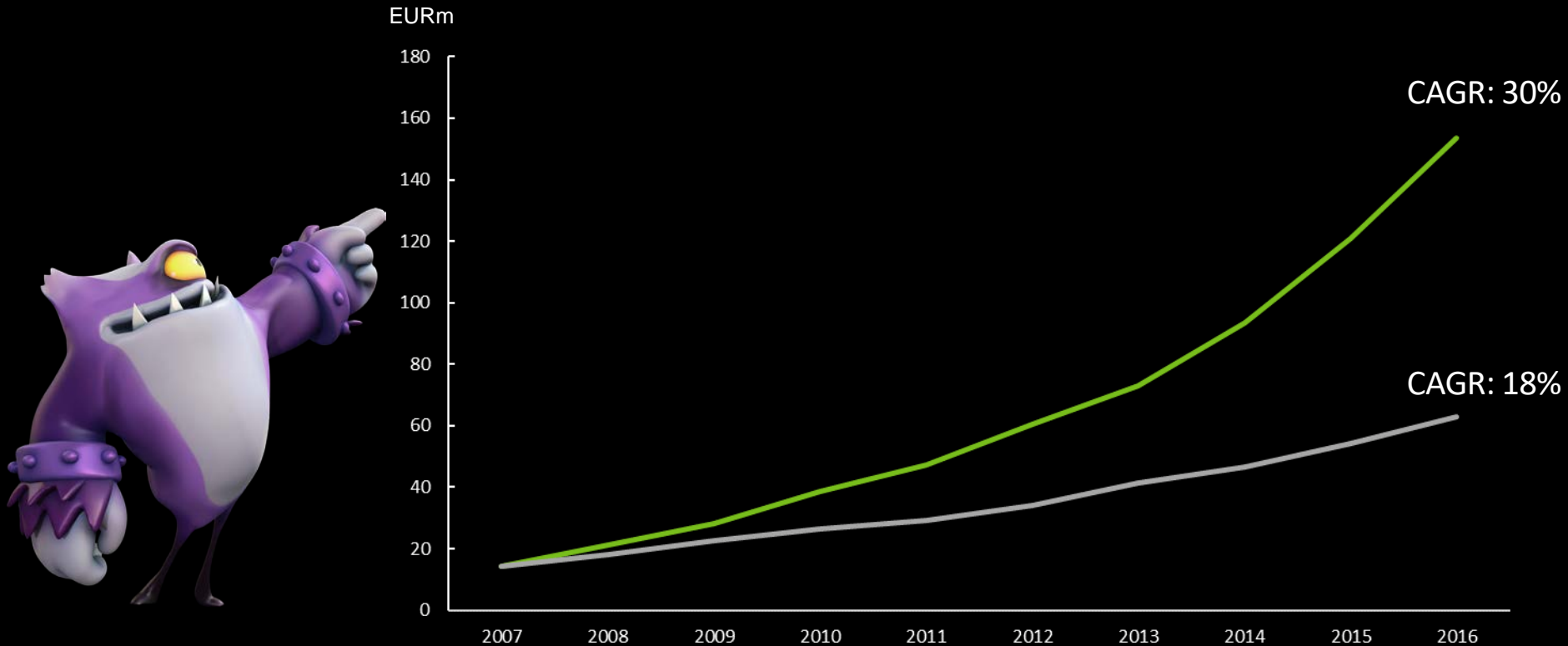
6 data centers

168 customers

>4,000 servers

68,000 game rounds/minute

NetEnt Growth vs The Market



Source: H2 Gambling Capital and NetEnt

Growth Strategy

NEW CUSTOMERS

NEW MARKETS

NEW PRODUCTS AND SERVICES

EXISTING CUSTOMERS



Strong corporate culture

- Innovative challenger culture
- Guided by core values
- Staff representing 64 nationalities
- People strategy to drive performance
 - Personal development
 - Health & energy
 - Gender balance
 - #2 by AllBright 2016



Global Casino Market

- Total casino and gaming machines market: €208 Bln

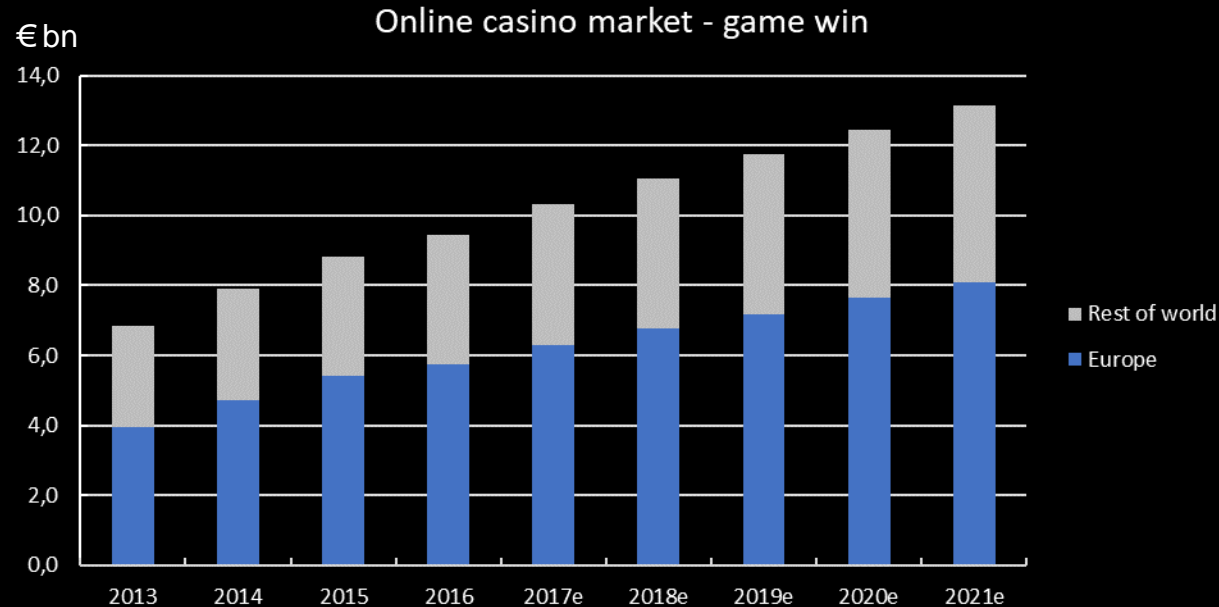


Source: H2 Gambling Capital, October 2017

Online Casino Market Europe & Rest of World

CAGR 2016–2021e

- Global: 6.8%
- ✓ Europe: 7.1%
- ✓ Rest of World: 6.4%



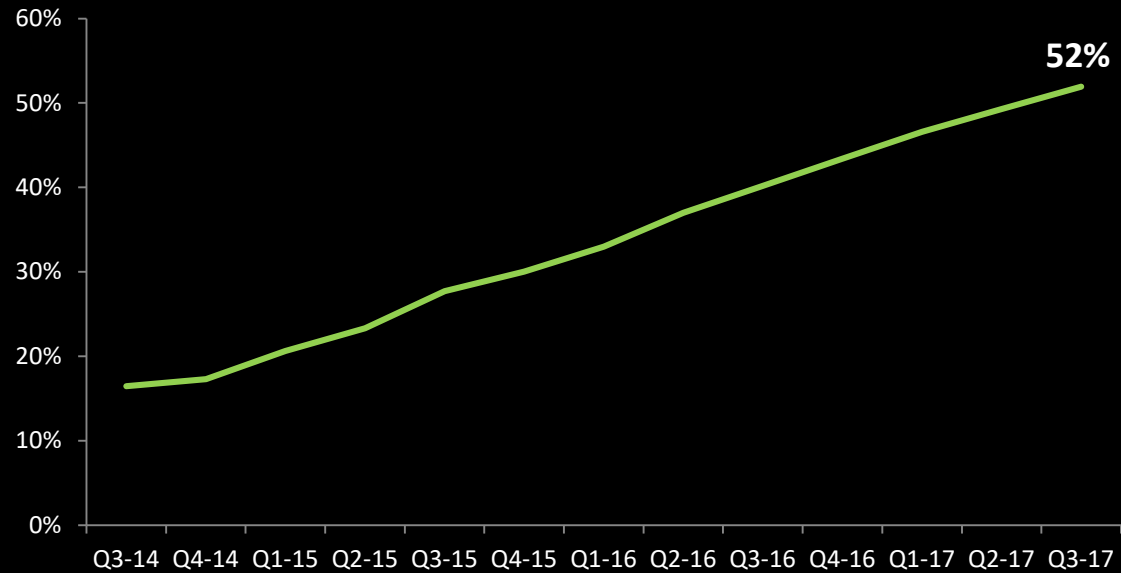
Source: H2 Gambling Capital, October 2017

Geographical Expansion

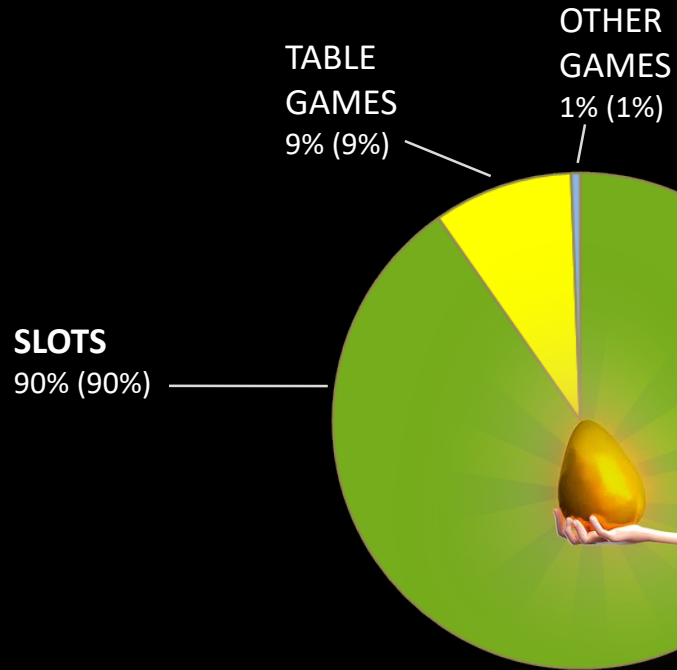
Regulated Markets Focus



Mobile Growth



Gamewin Breakdown by Product



*Note: Gamewin split as per Q3, 2017.
Previous quarter in parenthesis.*

Report Highlights

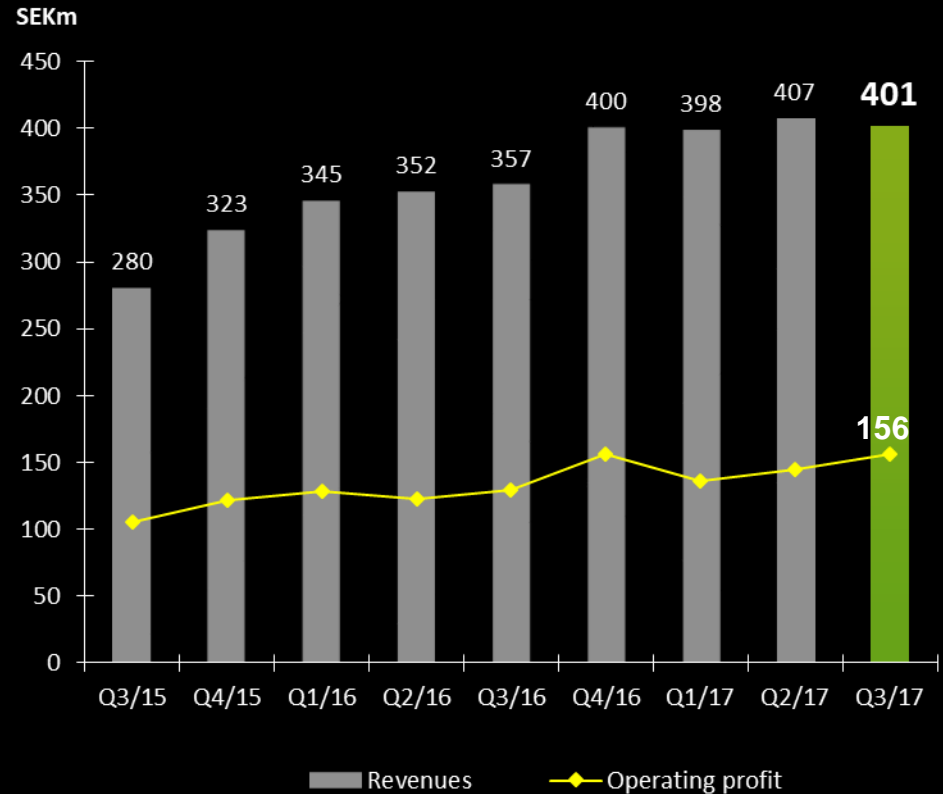
Q3 2017

- New customers: 8 signed and 10 launched
- Live Rewards launched for Live Casino
- Retail deal signed with Eurogames in Italy
- Introduced new free-round functionality as part of NetEnt Engage™
- Launched free-round functionality with first customer in New Jersey



Revenues & Operating Profit by Quarter

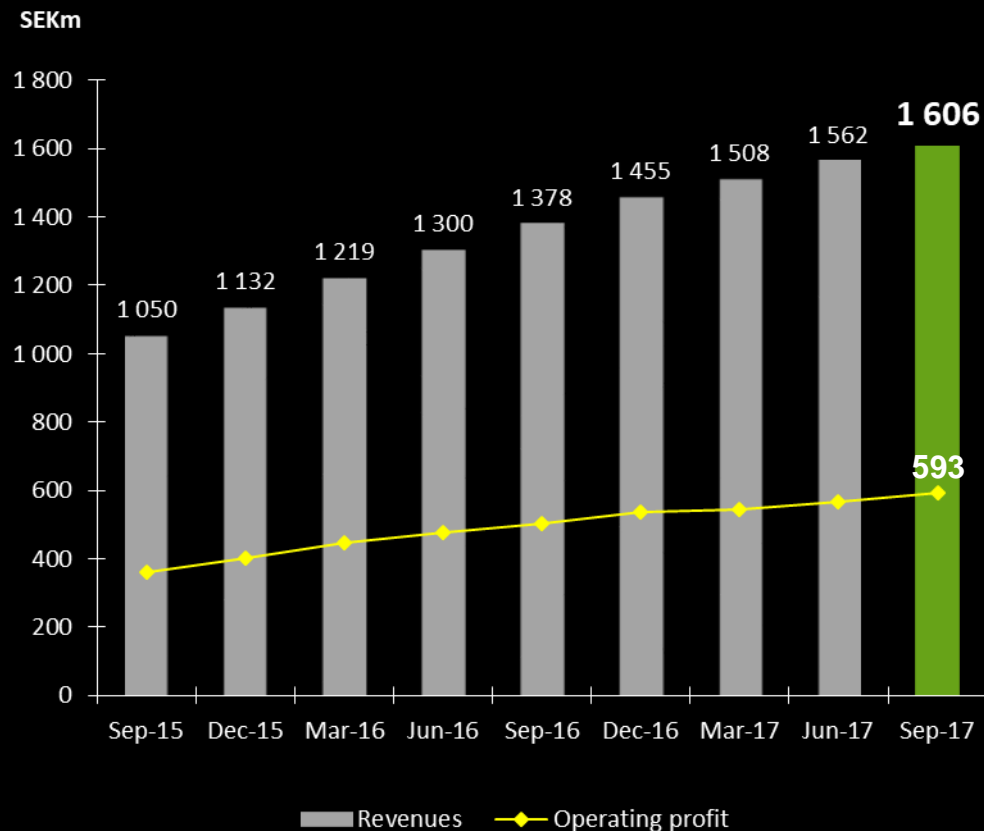
- Revenues +12.3% y-o-y in SEK
- Revenues +11.9% y-o-y in EUR
- EBIT +20.5% y-o-y
- EBIT margin of 38.9% (36.2%)



Revenues & Operating Profit

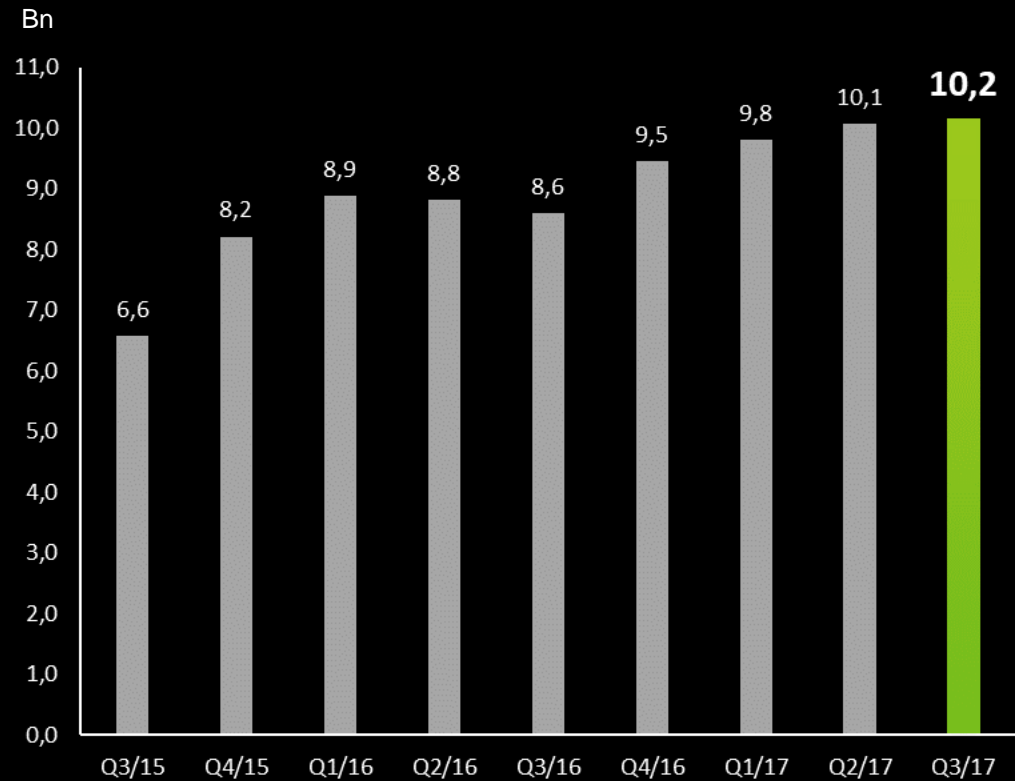
Last 12 Months Rolling

- Revenues +16.6% y-o-y
- EBIT +18.2% y-o-y
- EBIT margin of 36.9% (36.4%)



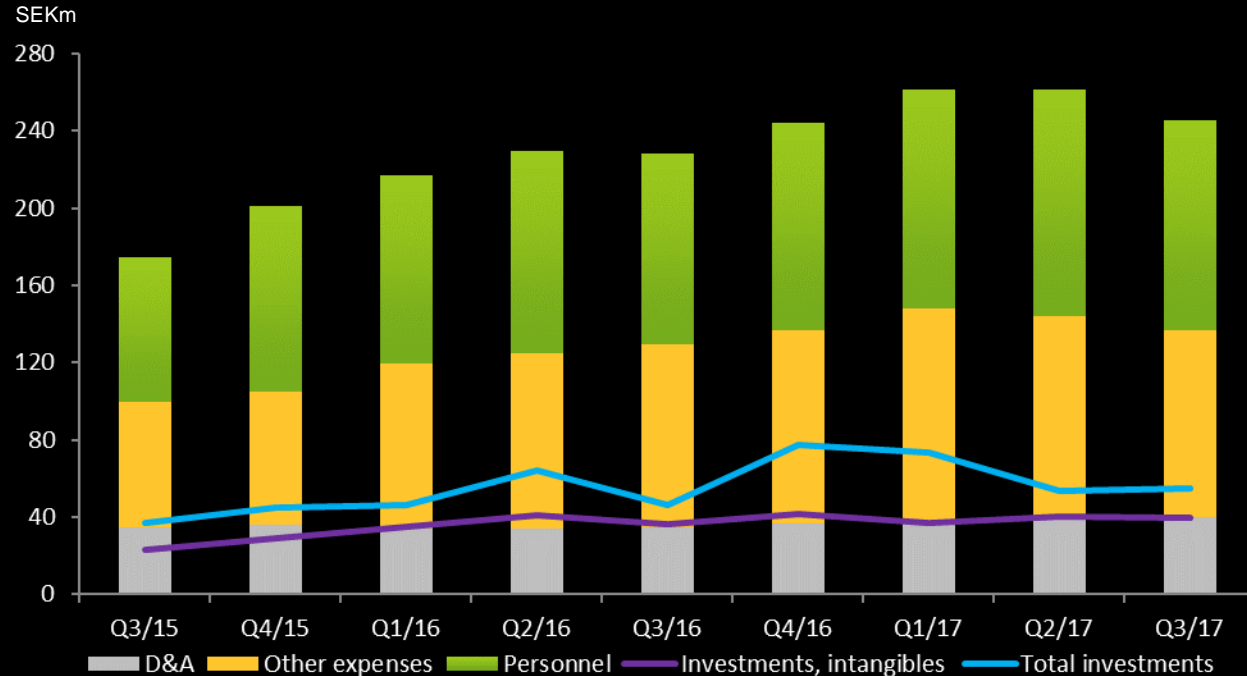
Game Transactions by Quarter

- A record of 10.2 billion transactions
- +18.1% y-o-y



Costs & Investments by Quarter

- Total costs +7.6% y-o-y
- Personnel costs +10.3% y-o-y
- Other costs +2.2% y-o-y
- Total investments +18.8% y-o-y



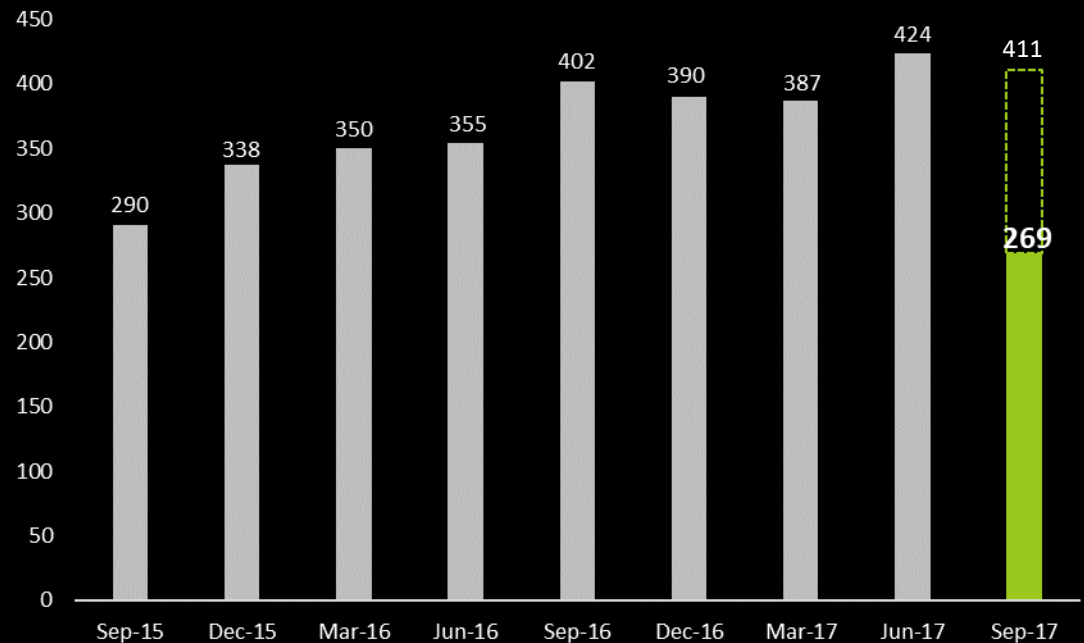
Free Cash Flow

Last 12 Months Rolling

- Free cash flow of 411 SEKm in last rolling twelve months after tax refund adjustment
- Tax payment in Malta in Q3 of 166 SEKm, of which 142 SEKm refunded to NetEnt in October
- Net cash position of 145 SEKm at 30/09/2017



Cash flow after investments, last rolling 12 months



Game Releases

Q3 2017



Live Casino update



Extended mobile portfolio



Live Rewards



New studio & Exclusive tables

Events after the Quarter

- New programmatic marketing service with Ve Global
 - Combining media buying platform with unique gaming data
 - Gaming Innovation Group (GiG) first customer
 - Broader roll-out to NetEnt's customers in 2018
- Caliente signed in Mexico
- Two awards won at EGR Italy Awards
- Tax refund of 142 SEKm in Malta

Future Outlook

- Growth drivers
 - ✓ UK, Italy, Spain + other regulated markets, mobile, North America
 - ✓ Long term: Asia, Live Casino, Retail, Latin America, Programmatic service
- 33 new customers yet to launch



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Sustainability at NetEnt



FUN, SAFE
& SECURE



SUSTAINABLE
REGULATION



ANTI
CORRUPTION
& AML



THE
PLANET



DIVERSITY



COMMUNITY



NETENT
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