

PRESS RELEASE

June 10th 2015

NetEnt signs agreement for bwin.party and Borgata brands in New Jersey

NetEnt, the leading gaming solutions provider, has signed its first US customer agreement for the delivery of a full suite of multichannel online casino games to bwin.party and Borgata brands in New Jersey. bwin.party operates New Jersey's market leading online gaming platform, which supports the Borgata Casino, Borgata Poker and PartyPoker brands.

As the Company has already announced, NetEnt has applied for a license to offer its games in New Jersey, and is awaiting approval from the New Jersey Division of Gaming Enforcement to commence operations, while its application for a full license is under review.

Björn Krantz, Managing Director of NetEnt Americas LLC, comments: *"We are very excited and proud that Borgata and bwin.party have selected NetEnt for the delivery of premium multichannel desktop and mobile games in New Jersey. I am confident that we will be able to support Borgata and bwin.party in their ambitions to provide the very best experience to their players. Subject to approval from the Division of Gaming Enforcement, all parties are now collaborating closely to secure a successful integration and preparation for a commercial launch."*

Jeffrey Haas, Group Director, Poker & Director, USA at bwin.party, comments: *"It is our goal to deliver the best online casino experience to our customers throughout New Jersey. The addition of premium and inventive gaming content from the renowned NetEnt stable is another significant step in helping us meet that objective"*.

Steve Nathan, Vice President of Marketing for Borgata, comments: *"We are very impressed by NetEnt's performance in Europe, and their ability to deliver the highest degree of portfolio innovation and creativity. We are excited to bring that experience to our customers, and look forward to the day we can go live with the first set of NetEnt multichannel games."*

For additional information please contact:

Björn Krantz, Managing Director of NetEnt Americas LLC
Phone +1 646 647 5670
bjorn.krantz@netent.com

Roland Glasfors, Investor Relations, NetEnt AB (publ)
Phone +46 760 024 863
roland.glasfors@netent.com

NetEnt AB (publ), previously Net Entertainment, is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. 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 600 people in Stockholm, Malta, Kiev, Gothenburg and Gibraltar. NetEnt Americas LLC is a US subsidiary of NetEnt AB. www.netent.com