

PRESS RELEASE

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NetEnt signs customer agreement with The Rank Group Plc

NetEnt, leading provider of digital casino solutions, has signed a customer agreement with The Rank Group Plc, one of the largest gaming companies in Europe with a strong market presence in the UK.

Today NetEnt announces another large customer agreement focusing on the regulated market in the UK, the largest online casino market in Europe. Under the terms of the agreement with Rank, NetEnt will deliver its online casino games to the Grosvenor Casinos (www.grosvenorcasinos.com) and Mecca (www.meccabingo.com) brands. Grosvenor Casinos is the largest land-based casino operator in the UK and Mecca is one of the leading bingo operators in the country.

"I am delighted to enter into this partnership that will further drive growth for us in the important UK market. I am confident that we can support Rank in growing its digital business and that our award-winning games will be much appreciated by Rank's customers", says Enrico Bradamante, MD of NetEnt Malta Ltd and Chief of European Market Operations.

"We are thrilled to be adding NetEnt's award-winning game content to our Grosvenor and Mecca online brands. NetEnt has a proven track record in the UK market and we look forward to extending our offering with games from its portfolio that we know will resonate well with our players", says Ciara Nic Liam, Head of Casino and Games at Rank Digital.

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About NetEnt

NetEnt AB (publ) 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 Stockholm (NET-B) and employs 800 people in Stockholm, Malta, Kiev, Gothenburg, Gibraltar and New Jersey. www.netent.com

About Rank Group

The Rank Group has been entertaining Britain since 1937, from its origins in motion pictures to today's gaming based entertainment brands. Over the course of more than three-quarters of a century, the Group

has entertained many millions of customers in Britain and around the World. The Group's story is one of iconic Brands and talented people with a mission to entertain.