

PRESS RELEASE August 25th 2016

NetEnt launches games with The Rank Group Plc

NetEnt recently signed a license agreement with gaming operator The Rank Group Plc. After a successful integration process, a selection of NetEnt's games are now live and available in Rank Group's online casino network.

The Rank Group Plc is one of the largest gaming companies in Europe with a strong market presence in the UK and with well-known brands such as Grosvenor Casinos (www.grosvenorcasinos.com) and Mecca (www.meccabingo.com).

For more information about the agreement with Rank Group, please see the press release from June 2016: https://www.netent.com/en/netent-signs-customer-agreement-with-the-rank-group-plc/

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This information is information that NetEnt AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 07:30 CET on August 25, 2016.

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, Krakow, Gothenburg, Gibraltar and New Jersey. www.netent.com