

**PRESS RELEASE**

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## NetEnt signs contract with Gauselmann for Italian retail market

**NetEnt has entered an agreement to license gaming content to German gaming machine producer Gauselmann for use in the Italian retail market.**

NetEnt has signed a licensing agreement with Gauselmann's subsidiary Merkur Gaming Italia regarding distribution of gaming content to the Italian Comma 6a retail market. The Italian Comma 6a market is the single largest gaming machine market in Europe with over 350,000 regulated machines currently installed.

Merkur has approximately 3,000 Comma 6a machines installed in Italy. The contract with NetEnt will also enable distribution of games to machines owned by other companies. Initially, the agreement covers two famous NetEnt games, Starburst and Eggomatic, and the games are expected to be launched by the first quarter of 2017.

*"I'm very excited about working together with Gauselmann. This partnership combines our vast online gaming experience and award-winning digital games with one of the world leaders in the land-based gaming machine industry,"* says Enrico Bradamante, Chief of European Market Operations and MD of NetEnt Malta Ltd.

*"I'm delighted to announce that NetEnt games content will soon be available in our games portfolio of Italian Comma 6a machines and I'm confident that players will be amazed by the quality of these games. NetEnt is a valued partner and I'm thrilled that we are now able to offer their games to Italian consumers,"* says Roberto Migliozi MD of Merkur Gaming Italia.

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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 October 11, 2016.*

**About Gauselmann**

Merkur Gaming Italia is a member of the German-based Gauselmann Group with more than 8,000 employees. With many years of experience as a manufacturer of machines, games producers and also as a renowned operator, Merkur Gaming Italia delivers the best possible gaming experience, making everyone a winner. We offer our customers more than just a game. Our huge library of titles is combined into multi-game cabinets, to suit any client base.

**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](http://www.netent.com)