

PRESS RELEASE

Financial News

Stockholm, November 11th 2016

NetEnt signs contract with Paddy Power for UK retail market

NetEnt has entered an agreement to license gaming content to Paddy Power for use in land-based gaming machines in the UK. The agreement extends the existing online business partnership with Paddy Power.

NetEnt has signed its second retail agreement for the UK Licensed Betting Office (LBO) market. According to the agreement with Paddy Power, NetEnt's games can be distributed in Paddy Power's land-based gaming machines in the UK. Paddy Power has 339 LBOs with a total of more than 1,300 gaming machines in the UK.

"I am very pleased that we are extending our partnership with Paddy Power to include distribution to gaming machines in their betting shops. I am confident that their players will enjoy our thrilling, award-winning games," says Enrico Bradamante, Chief of European Market Operations and MD of NetEnt Malta Ltd.

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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 November 11, 2016.

About Paddy Power Betfair

Paddy Power Betfair plc is one of the leading sports betting and gaming groups in the world. The business was formed from the February 2016 merger of Paddy Power plc and Betfair Group plc and has four divisions: Online, Australia, US and Retail. The retail division operates over 600 Paddy Power betting shops across the UK and Ireland, employing 5,000 people.

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 900 people in Stockholm, Malta, Kiev, Krakow, Gothenburg, Gibraltar and New Jersey. www.netent.com