

PRESS RELEASE

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NetEnt launches first-of-its-kind employer branding campaign with reality TV-style series *The Challenge*

NetEnt, the leading provider of digital gaming solutions, has created the first-of-its-kind production that features and engages staff across the business and demonstrates its successful challenger culture.

NetEnt's innovative content marketing campaign launches today at 12:00 CET, with the premiere of its web series *The Challenge*. Episodes one and two will air simulcast across all NetEnt offices and the entire series can be followed online at www.netent.com/challenge.

More than 900 employees at seven global locations will combine to help a team of four NetEnters climb one of the tallest mountains in the European Alps as part of the unique, own-brand web series.

Filmed and broadcast in a reality TV-style, *The Challenge* will document the team's progress, which will be aided by tasks completed by all employees across the business. They have been undertaking their own work-related missions for the past three months to help their colleagues prepare to scale the summit.

The web series aims to help cement NetEnt's reputation as a leader and innovator in the tech sector, and position the premium gaming supplier as a first choice for top talent in a highly competitive field.

Taking place over eight episodes, the series will present a rare insight into the workings of a major, multi-national organization. The open and authentic behind-the-scenes look at the progressive tech company will provide the gaming industry and beyond the chance to learn more about NetEnt and its culture.

The Challenge is designed to communicate the values of NetEnt's Better Mondays concept, turning them into actions, and showing how NetEnt tackles – and overcomes – challenges together. NetEnt believes that all its employees should be positive about going to the office on a Monday morning; work should be stimulating, fun and allow individuals to develop every day.

Per Eriksson, CEO of NetEnt, comments: *"We are climbing this mountain to highlight and pay tribute to the metaphorical peaks that NetEnters scale every day. With The Challenge, we have created something completely new to tell our story as part of our strive to attract and retain the most talented and passionate individuals.*

"We take great pride in all we do. We want to attract people who like to influence their work, the product, and their life. To work at NetEnt, you need to thrive in a fast-paced environment in an ever-changing field; to embrace opportunities to grow and to face challenges.

“At NetEnt, people have Better Mondays. We are never afraid to go above and beyond, and we are bringing this to life with The Challenge.”

A new 10-minute episode of *The Challenge* will air at www.netent.com/challenge and across NetEnt’s social channels every Monday at 12.00 CET.

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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 their cutting-edge platform. With innovation at its core, NetEnt is committed to helping customers stay ahead of the competition. NetEnt is listed on Nasdaq Stockholm (NET-B), employs 900 people and has offices in Stockholm, Malta, Kiev, Gothenburg, New Jersey, Krakow and Gibraltar. www.netent.com