

## PRESS RELEASE

March 9<sup>th</sup>, 2016

# NetEnt becomes associate member of World Lottery Association

**NetEnt, a leading provider of digital casino solutions, has become an associate member of the World Lottery Association (WLA), a member-based organization that promotes the interests of state-authorized lotteries around the world.**

As a supplier of online gaming and systems solutions to the casino industry, including customers such as Lottomatica and state-owned Danske Spil, NetEnt has been approved as an associate member of WLA. The membership could support future growth for NetEnt as a supplier to WLA-members, which is a customer segment of strategic importance to the Company.

The World Lottery Association includes state lottery and gaming organizations from more than 80 countries and also has numerous associate members from the supplier industry worldwide. Members adhere to the strictest standards of social responsibility, responsible gaming, security and risk management.

*“Online casino is about entertainment and excitement and the WLA associate membership is an important quality stamp to NetEnt as we are committed to safe and responsible gaming. NetEnt’s strategy is to expand on regulated markets and becoming associate members of WLA is a significant step for us as we grow our presence further in this important market segment”,* says Per Eriksson, President and CEO of NetEnt.

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*The information contained in this press release is such that NetEnt AB (publ) is required to disclose pursuant to the Swedish Financial Instruments Trading Act and/or the Swedish Securities Markets Act. The information was submitted for publication on March 9th, 2016 at 07.30 a.m. CET.*

**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 700 people in Stockholm, Malta, Kiev, Gothenburg, Gibraltar and New Jersey. [www.netent.com](http://www.netent.com)