



MR GREEN & CO.

EST. 2013

London, 6 February 2018

PRESS RELEASE

Mr Green launches the revolutionary Live Casino "Live Beyond Live"

Mr Green and NetEnt have together developed a fully immersive 3-D live casino experience, available at the touch of a button. The gaming solution is unveiled today at ICE Totally Gaming 2018 in London at NetEnt's stand.

In [Live Beyond Live](#), Mr Green opens the door to his virtual casino, a penthouse in Los Angeles. Inside Mr Green's penthouse the customers will find a multi-table environment with live dealers and a choice of different tables to join. Roulette and blackjack are the games currently available to play on the platform.

The main technological advance with Live Beyond Live is the use of moving background assets in a deep field virtual environment. Some of the other technological advances integrated into the product are multiple tables, additional angles, higher-quality blackjack tables, real time moment of excitement notifications from other tables and improved audio quality.

This innovative project was initiated a year ago when Mr Green searched for a partner who shared their desire to take live casino to the next level. NetEnt saw the opportunity in utilizing the potential of its customizable digital technology and how it can be used to enhance the user experience.

The two companies have shared the development costs for Live Beyond Live and Mr Green has exclusive rights for twelve months. The solution builds on digital virtual assets together with NetEnt's customizable Chroma Key technology. The studio is located in Malta where 30 dealers, exclusive to Mr Green, manage the tables in this high-tech environment.

Mr Green's Live Beyond Live is mobile first. During the second quarter, Live Beyond Live will be launched as a desktop solution. The existing [live casino](#) will be offered in parallel.

"Innovation and further enhancement of our product offering are key elements in our growth strategy", says Per Norman, CEO of Mr Green & Co. "Live Beyond Live is challenging the traditional entertainment space and breaking away from conventional presentation formats. Live Beyond Live will be the pinnacle of change in entertainment."

Per Eriksson, President and CEO of NetEnt says: "Mr Green has a great vision with a full understanding of the live gaming scene, which helps realize the full potential of NetEnt's

Live Casino. We see ourselves just like them, challengers who have the courage to try and invest in new things.”

“Our new Live offering is built to deal with the technological demands from both players and operators, much in line with Mr Green’s vision. With the collaboration now in place, we can really show what the product is capable of”, Per Eriksson comments.

For further information, please contact:

Per Norman, CEO of Mr Green & Co AB, tel. +46 72 230 91 91, per.norman@mrg.se
Åse Lindskog, Director Communications and IR, tel. +46 730 24 48 72,
ase.lindskog@mrg.se

Mr Green is a leading online gaming company with operations in twelve countries. The business concept is to offer entertainment and a first-class gaming experience in a responsible environment. The business was founded in 2007 and has developed into a well-established online gaming company with a broad customer offer and a strong globally viable brand. In 2016, Mr Green generated sales of SEK 924.5 million and the company has over 220 employees. The headquarters and technical development are based in Stockholm, and operations in Malta. Mr Green has gaming licenses in Italy, Malta, UK, casino license in Denmark and Sportsbook license in Ireland. The company is listed on Nasdaq Stockholm’s Mid Cap segment. Read more at www.mrg.se.