

Press Release



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Pokerlistings.com opens casino vertical on new technical platform

Pokerlistings.com, Net Gaming's most traffic-generating brand, has been moved to a new technical platform and also expanded to the casino vertical. The new platform gives Pokerlistings.com's users an improved design with increased user-friendliness.

Pokerlistings.com, which was founded in 2003, will now also drive traffic to casino operators. A special casino section of the website offers users guides to game rules, strategies and more for different casino games. Pokerlistings.com will also provide reviews of different online casinos and highlight operators' offers to players.

"The launch of casino is one of several planned product updates for the Pokerlistings brand. We see great potential to gradually increase the conversion rate on Pokerlistings.com and capitalise more on our largest traffic source and strongest digital brand. Pokerlistings has a clear plan to grow in both existing and new markets and within more verticals than just poker," comments Net Gaming CEO Marcus Teilman.

Continuing improvements to the new version are planned, as well implementation in national markets. The next natural step will be to add a dedicated sports betting section to Pokerlistings.com.

For further information, please contact:

Marcus Teilman, President and CEO
+356 9936 7352
marcus.teilman@netgaming.se

Gustav Vadenbring, Group CFO
+356 9967 6001
gustav.vadenbring@netgaming.se

Net Gaming Europe AB (publ)
Telephone: +46 8-410 380 44
Email: info@netgaming.se
website: www.netgaming.se

Certified Adviser: FNCA Sweden AB, info@fnca.se, +46 8 528 00 399