

A Spotlight on the International Sports Betting Market: Felipe Ludeña joins NOVOMATIC

Subtitle: NOVOMATIC is expanding its staff and, with Felipe Ludeña, has brought on board a well-known industry expert for the international sports betting business.

Gumpoldskirchen, October 2, 2018 (OTS) – In September 2018 Felipe Ludeña left his position with the international sports betting provider Codere Group to join NOVOMATIC. At Codere, Mr. Ludeña headed the “Spanish Online Business Unit” since 2011. In this function, he also coordinated the international expansion of sports betting in Mexico, Colombia, Panama and other countries. The online expert will now concentrate on the international expansion of NOVOMATIC’s sports betting business.

Felipe Ludeña is excited about the new challenge: “NOVOMATIC’s pioneering spirit has always fascinated me. It is of course a particularly exciting task to be able to develop the international sports betting business for one of the world’s largest gaming technology groups.”

NOVOMATIC is pursuing an international expansion strategy in the sports betting sector and plans to further expand its strong position in Europe. At the same time, there will be activities in this business segment for the first time in the USA. “To do this, we need experts with excellent management skills. With Felipe Ludeña, we are looking to play a major role in shaping the sports betting market,” said NOVOMATIC CEO Harald Neumann, pleased with the new member of the NOVOMATIC family.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 75 countries. The Group operates around 270,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.



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