

NOVOMATIC AG
Company Folder





NOVOMATIC Headquarter | Gumpoldskirchen



WINNING TECHNOLOGY OUR MISSION

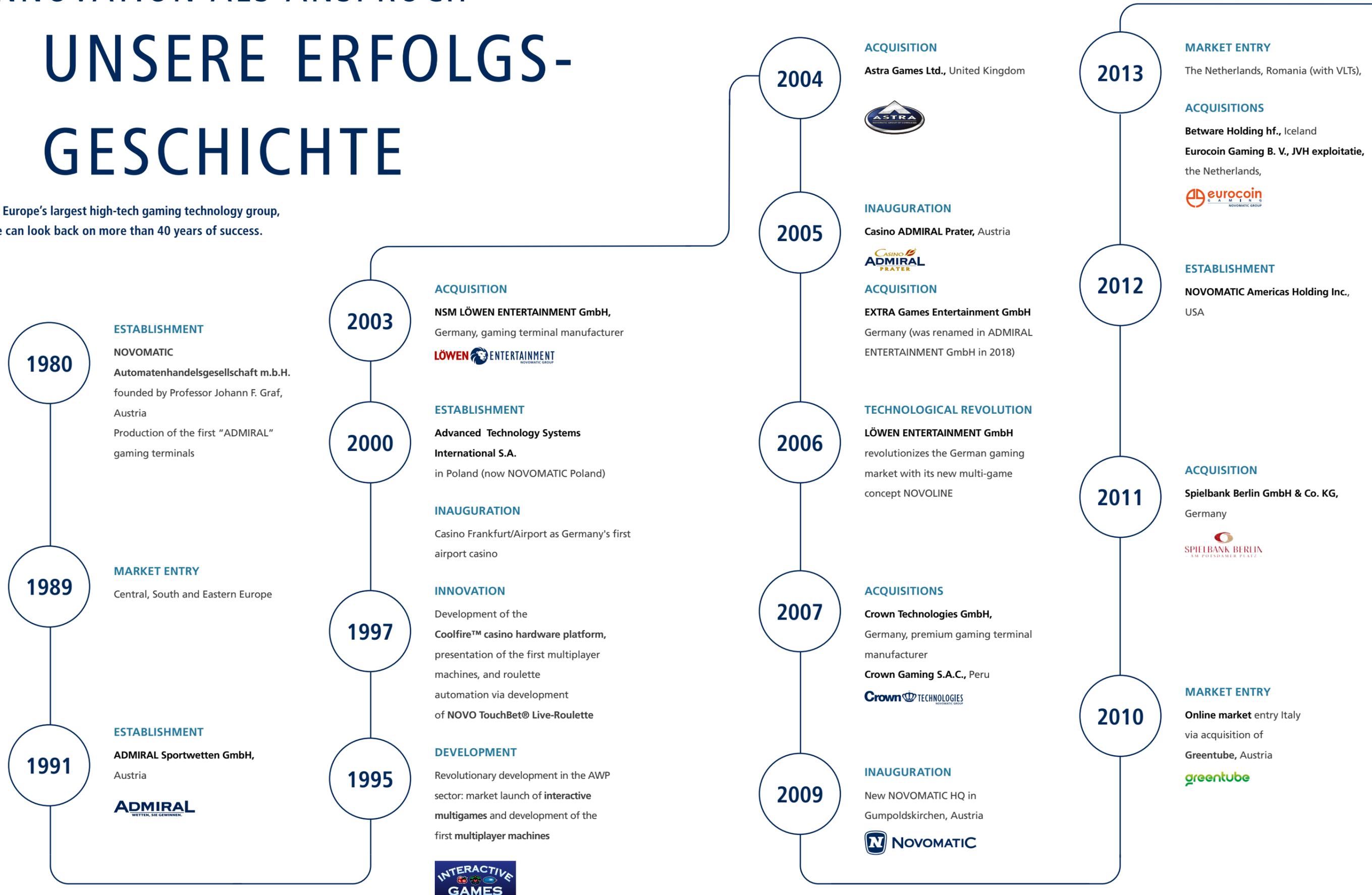
When it comes to the high expectations of our customers, partners and employees, we have been doing everything in our power for more than 40 years to fulfill them.

NOVOMATIC was established in 1980 by Prof. Johann F. Graf. Since then, the Group has developed into Europe's largest and one of the world's largest gaming technology groups. The Company has a global presence through a large number of subsidiaries and has achieved leading market positions in Austria, Germany, Italy, Spain, the Netherlands, the United Kingdom and the CEE/SEE region.

All companies of NOVOMATIC AG Group are characterized by a high level of social responsibility and are therefore only active in markets with clearly defined legal frameworks. To date, comprehensive industrial know-how has helped NOVOMATIC to obtain around 4,400 registered IP rights and form a stable basis for the "WINNING TECHNOLOGY" promise.

INNOVATION ALS ANSPRUCH UNSERE ERFOLGS- GESCHICHTE

As Europe's largest high-tech gaming technology group, we can look back on more than 40 years of success.



1980

ESTABLISHMENT

NOVOMATIC
Automatenhandels-gesellschaft m.b.H.
founded by Professor Johann F. Graf,
Austria
Production of the first "ADMIRAL"
gaming terminals

1989

MARKET ENTRY

Central, South and Eastern Europe

1991

ESTABLISHMENT

ADMIRAL Sportwetten GmbH,
Austria



2003

ACQUISITION

NSM LÖWEN ENTERTAINMENT GmbH,
Germany, gaming terminal manufacturer



2000

ESTABLISHMENT

**Advanced Technology Systems
International S.A.**
in Poland (now NOVOMATIC Poland)

1997

INNOVATION

Development of the
Coolfire™ casino hardware platform,
presentation of the first multiplayer
machines, and roulette
automation via development
of **NOVO TouchBet® Live-Roulette**

1995

DEVELOPMENT

Revolutionary development in the AWP
sector: market launch of **interactive
multigames** and development of the
first multiplayer machines



2004

ACQUISITION

Astra Games Ltd., United Kingdom



2005

INAUGURATION

Casino ADMIRAL Prater, Austria



ACQUISITION

EXTRA Games Entertainment GmbH
Germany (was renamed in **ADMIRAL
ENTERTAINMENT GmbH** in 2018)

2006

TECHNOLOGICAL REVOLUTION

LÖWEN ENTERTAINMENT GmbH
revolutionizes the German gaming
market with its new multi-game
concept **NOVOLINE**

2007

ACQUISITIONS

Crown Technologies GmbH,
Germany, premium gaming terminal
manufacturer
Crown Gaming S.A.C., Peru



2009

INAUGURATION

New NOVOMATIC HQ in
Gumpoldskirchen, Austria



2013

MARKET ENTRY

The Netherlands, Romania (with VLTs),

ACQUISITIONS

Betware Holding hf., Iceland
Eurocoin Gaming B. V., JVH exploitatie,
the Netherlands,



2012

ESTABLISHMENT

NOVOMATIC Americas Holding Inc.,
USA

2011

ACQUISITION

Spielbank Berlin GmbH & Co. KG,
Germany



2010

MARKET ENTRY

Online market entry Italy
via acquisition of
Greentube, Austria



2014

NIKI LAUDA

becomes the NOVOMATIC brand ambassador

INAUGURATION

Hotel Casino Flamingo, North Macedonia

ACQUISITIONS

Luxury Leisure Ultd., United Kingdom

GiGames S.L., Spain



Elam Group Electronic Amusement B.V., the Netherlands

MARKET ENTRY

Illinois

2015

ACQUISITIONS

BlueBat Games Inc., Canada



AbZorba LLC, USA

Casino Tornado, Lithuania

Österreichische Lotterien GmbH, Austria

Playnation Ltd., United Kingdom

MARKET ENTRY

Madrid (operations)

CORPORATE CREDIT RATING S&P

2017

ACQUISITIONS

Casino Royal GmbH, Germany



Basque Gaming S.L., Spain

NOVOMATIC Technologies Poland S.A., Poland

ATT S.A., Poland

INAUGURATION

ADMIRAL Arena Prater, Austria

2016

ACQUISITIONS

Electronic Systems S.p.A, Italy

MG Gaming S.r.l., Italy

Casinos Austria AG, Austria

Lotaria Kombëtare Sh.p.k., Albania

Talarius Ltd., United Kingdom



MARKET ENTRY

France

INAUGURATION

New **Greentube** Headquarter, Austria

BENCHMARK BONDS

Corporate bond with a volume of EUR 500 million, Austria

2018

ACQUISITION

Ainsworth Game Technology Ltd.,

Australia



INAUGURATIONS

Casinos in Mecklenburg-Vorpommern, Germany

MARKET ENTRY

Moldavia

BRAND REINFORCEMENT

Crown Technologies GmbH merges with

LÖWEN ENTERTAINMENT GmbH

NOVOMATIC Gaming Industries GmbH

merges with **NOVOMATIC AG**

NOVOMATIC Italia Services S.r.l.

merges in **NOVOMATIC Italia S.p.A.**

2019

ESTABLISHMENTS

Greentube USA LLC, USA

NOVOMATIC TECHNOLOGIES RS d.o.o.,

Serbia

BRAND AMBASSADOR

David Hasselhoff becomes the ADMIRAL

brand ambassador, Austria

INAUGURATIONS

Casino Flamingo Skopje, North Macedonia

Casino ADMIRAL Waalwijk, the

Netherlands

2021

ANNIVERSARY

NOVOMATIC celebrates its 40th company anniversary

INAUGURATION

Spielbank Rostock, Germany

LICENSE

ADMIRAL Sportwetten GmbH receives

Sports Betting License in Germany

2020

366 DAYS OF NOVOMATIC AG GROUP OUR HIGHLIGHTS 2020

February 4



“ICE Totally Gaming” in London – NOVOMATIC Presents 40 Years of Innovation

The leading company from Gumpoldskirchen participated in the ICE Totally Gaming show, the largest gaming show in the world, for the 26th time between February 4 and February 6, 2020. The NOVOMATIC stand encompassed dedicated segments for land-based casino and AWP products & systems, biometric technologies for modern access solutions, online gaming, sports betting and cash handling solutions. When it comes to biometric data, NOVOMATIC is one of the first gaming technology groups worldwide to have created the technical prerequisites for a biometric-based access and payment system. The patented technology is already in use in a wide range of European gaming devices. Another highlight of the show, apart from the product presentation, was the NOVOMATIC jubilee celebration with VIP guest David Hasselhoff, who personally congratulated the Executive Board and also delighted the crowd.

February 5



Hat Trick: “Casino Supplier of the Year”

For the third time in a row, NOVOMATIC received the award for “Casino Supplier of the Year” at the Global Gaming Awards. The coveted prize was awarded as part of a festive ceremony and confirms that NOVOMATIC is an internationally renowned and innovative technology supplier. The Global Gaming Awards are one of the most important and reputable awards in the entire gaming industry. The jury consists of more than 50 leading industry experts from across the globe and selects a winner from 175 nominated candidates in a variety of categories. As part of the ICE, NOVOMATIC was also awarded the British Casino Award for “Best UK Slot Machine” for the V.I.P. product and the “ICE Totally Gaming 2020 Landmark Award” in recognition of 40 years of NOVOMATIC history.

July 16



NOVOMATIC Reaches 2nd Place in List of Most Important Brands in Austria

NOVOMATIC was ranked second for the first time in the Austrian Brand Value Study 2020 of the European Brand Institute (EBI) and is thus one of the most valuable brands in Austria, behind Red Bull and ahead of Swarovski. The increase of 3.3% to EUR 3.545 billion in brand value confirms the targeted two-brand strategy with NOVOMATIC in the B2B area and ADMIRAL for B2C activities. The brand value confirms the success of the targeted two-brand strategy, as well as the successful implementation of sponsorships and cooperations in the areas of sport, culture and social.

August 24



New myACP Casino Management System Functionalities

The comprehensive casino management system has been upgraded with two new utilities that support operators in their efforts to provide a safe and hygienic gaming environment for their guests and staff throughout the COVID-19 pandemic. myACP is a modular casino management system that can be ideally adapted to meet the requirements of discerning gaming operators and most international gaming regulations. The flexible system is suitable for small arcades as well as large casino operations. Almost 1,200 gaming locations in 26 countries already trust this powerful tool. Continuous development and system upgrades guarantee ongoing efficiency improvement on the gaming floor, while also delivering a state-of-the-art customer experience for players.

October 13



NOVOMATIC Receives a Sports Betting License in Germany With ADMIRAL Sportwetten GmbH

After a comprehensive licensing process, the NOVOMATIC subsidiary ADMIRAL Sportwetten GmbH, with headquarters in Rellingen (in Schleswig-Holstein), was the first private provider to receive a license from the Darmstadt Regional Council to provide sports betting services in the Federal Republic of Germany. For the first time, the regulatory body has created a legal foundation for private sports betting providers. An important step for expanding operations, particularly in the online and mobile segments.

November 30



NOVOMATIC Achieves Top Position in International ESG Ratings

NOVOMATIC's non-financial activities received excellent risk and performance ratings from leading Environmental, Social & Governance (ESG) ratings agencies. NOVOMATIC placed 3rd in the casino and gaming industry ranks as determined by Sustainalytics ESG Risk Ratings, an amazing position considering that Sustainalytics evaluated 80 international gaming companies. As a clearly measurable and transparent asset, similar to financial performance, ESG has become an important element of evidence for investor and other financial stakeholder decisions. NOVOMATIC is committed to issues such as responsible entertainment, reducing their environmental footprint, and ensuring health and safety at work.



Johannes Gratzl and Ryszard Presch | Members of the Executive Board of NOVOMATIC AG

OUR VISION

Dear Ladies and Gentlemen,

The coronavirus outbreak at the start of 2020 and the associated measures to contain the pandemic were a major and unprecedented challenge for companies around the world, including the NOVOMATIC AG Group. The scope of the extensive lockdowns and coronavirus-related restrictions imposed in every key market meant that the operating business of casinos, slot arcades and betting sites was interrupted for nearly many months. Revenue from the Gaming Technology segment also dropped significantly as a result of the revenue losses suffered by our international customers. All this led to the Group's revenues declining from EUR 2,607.3 million in the previous year to EUR 1,743.6 million in 2020. The Online segment is however a source for optimism, experiencing significant increases in 2020.

Since the very beginning of the pandemic, NOVOMATIC's utmost concern has been to protect the health of its customers and employees, as well as to safeguard jobs. A Group-wide task force was also set up with the aim of working together with our country organizations and subsidiaries to swiftly develop and implement measures and solutions in the fight against the pandemic. In order to counter the drop in business caused by the coronavirus, we pressed ahead with efforts to optimize corporate structures across the Group, and introduced further long-term measures to optimize costs and improve efficiency. The course charted in the previous fiscal year confirms that a consistent, Group-wide continuation of our consolidation strategy is the right one to follow.

The core focus of our Group remains on developing innovative and high-quality gaming technologies for the global market. The combination of gaming operations and gaming technology has allowed our company to establish itself, over the course of its over 40 years of history, as a top player and leading full-service provider in the gaming industry. During Europe's most important trade fair, ICE Totally Gaming in London, for example, for the third time in a row, NOVOMATIC received the Global Gaming Award in the category "Casino Supplier of the Year" in February 2020. NOVOMATIC has locations in over 45 countries and, in the year under review, exported innovative gaming equipment, system solutions, and services to around 90 nations.

The effects of the coronavirus pandemic and the regulatory challenges in Germany and Italy meant that we recorded revenues of EUR 1,071.6 million (-35.4 percent) in the Gaming Operations segment, a decline due in particular to the forced closure of numerous locations for several months. The NOVOMATIC AG Group now operates some 151,000 gaming terminals and video lottery terminals (VLTs), either in appro-

ximately 1,900 Group owned gaming facilities or via leasing models. Sales revenues in the Gaming Technology segment amounted to EUR 670.0 million in the reporting period, compared with EUR 946.0 million in the previous year, this year-on-year reduction also being due to the significant restrictions imposed as a result of the COVID-19 pandemic.

A promissory note bond totaling EUR 247.5 million were successfully repaid on the financial market in October 2020. Despite this difficult environment, we succeeded in reducing net debt at EUR 1,462.2 million in 2020. At 27.7 percent, the equity ratio was slightly below that in the previous year and free cash flow remains clearly positive at EUR 296.6 million.

As a globally operating gaming technology group, we are fully aware of the serious responsibility we have both towards our customers and towards our some 21,000 employees around the globe. That is why NOVOMATIC is committed to socially responsible and environmentally sustainable company development. This commitment takes into account more than just economic aspects, it also considers environmental, social, and employee issues, respect for human rights, the fight against corruption, as well as other material issues. With this in mind, we are delighted that NOVOMATIC has achieved top marks with leading international Environmental, Social & Governance (ESG) rating agencies. Information on the programs we use to engage with these issues can be found in the non-financial part of this report.

We are proud of being able to create a safe haven for the NOVOMATIC family in these challenging times, true to our motto "We can do this." It is for this reason that our employees will continue to have a key role to play in 2021. Without their tireless dedication, we would not have managed to keep offering our customers the best possible service in times of lockdowns and global restrictions. We would therefore like to take a moment to particularly thank you, the people who work tirelessly every day on behalf of the Group – after all, it is you that have guaranteed NOVOMATIC's success for more than 40 years now. This fills us with pride and optimism that we will be able to master the coming challenges and continue our success story in the future.

The Executive Board of NOVOMATIC AG

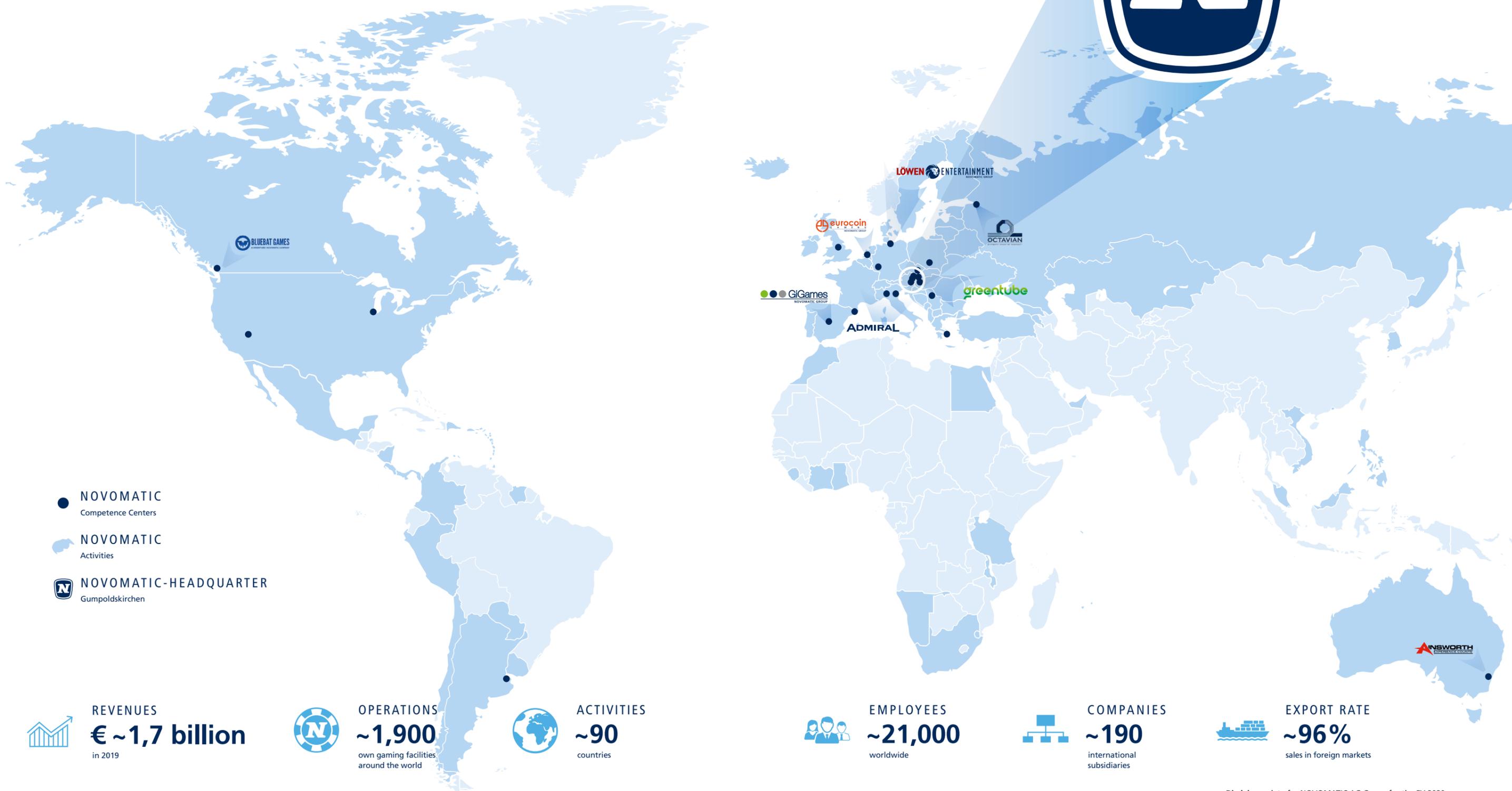
Ryszard Presch

Member of the Executive Board

Johannes Gratzl

Member of the Executive Board

NOVOMATIC WORLDWIDE ACTIVITIES



- NOVOMATIC
Competence Centers
- NOVOMATIC
Activities
- NOVOMATIC-HEADQUARTER
Gumpoldskirchen

REVENUES
€ ~1,7 billion
in 2019

OPERATIONS
~1,900
own gaming facilities
around the world

ACTIVITIES
~90
countries

EMPLOYEES
~21,000
worldwide

COMPANIES
~190
international
subsidiaries

EXPORT RATE
~96%
sales in foreign markets

Disclaimer: data for NOVOMATIC AG Group for the FY 2020

SUCCESS

TOGETHER

WE

CAN 



Prof. Johann F. Graf
Founder and
Majority Shareholder



REALIZING VISIONS TOGETHER OUR TEAM



Ryszard Presch
Member of the Executive Board

**Supervisory Board of
NOVOMATIC AG:**
Dr. Bernd Oswald
Martina Flitsch
Dr. Haig Asenbauer
Dr. Robert Hofians



Johannes Gratzl
Member of the Executive Board

ONE OF A KIND OUR CORPORATE STRATEGY

Whether in real life or when playing a game, if you want to be successful, you need a good strategy. For more than 40 years now, not only on serving part of the gaming industry, but also on acting as a competent and reliable full-service provider in all segments of this sector.

Its multiple roles as a producer and operator as well as a technology and service partner allow NOVOMATIC to offer comprehensive services from a single source. This includes the development, manufacture and sale of innovative gaming equipment and a comprehensive

360-degree portfolio for all sales channels. NOVOMATIC also operates around 1,900 electronic casinos, casinos and sports betting establishments worldwide, develops online games for licensed partners and has extensive expertise in the field of gaming technology.

OPERATIONS

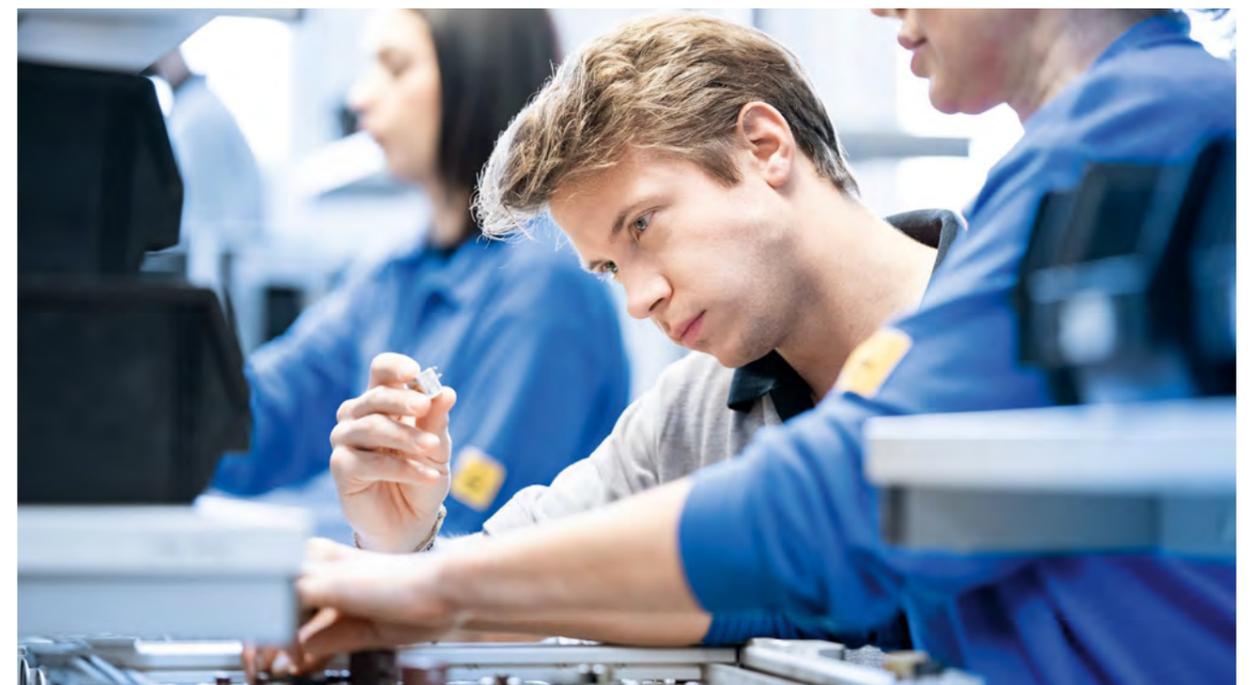
- European market leader in terms of electronic casino operations
- International casino know-how, operator of around 1,900 gaming facilities worldwide
- Leading provider in the betting and gaming sector with the ADMIRAL brand.

TECHNOLOGY

- Technology leader for server-based gaming and Video Lottery Terminals (VLTs)
- NOVOMATIC is the world's leading manufacturer of gaming equipment
- About 214,000 NOVOMATIC gaming terminals in operation around the world



Strategy for success:
NOVOMATIC is the largest gaming technology group in Europe today.





NOVOMATIC

has established itself in its more than 40-year corporate history as one of the world market leaders in the field of high-tech gaming technology.



HIGH-TECH AND PEAK PERFORMANCE

OUR INNOVATIONS

Only those who always have new ideas can stay at the top. This is why the area of Research & Development plays such an important role within our group.

NOVOMATIC has always been characterized by its unique and innovative power. Annual investments in Research & Development – well above the industry average – have since enabled the establishment of 15 production sites in 11 countries. NOVOMATIC also operates 28 technology centers in 15 countries, which also cooperate with leading technical universities. As such, the NOVOMATIC AG Group currently approximately 4,400 intellectual property rights such as patents, trademarks and designs.

NOVOMATIC as an employer: awarded with the best.recruiter quality seal 2020/21.

THE BASIS OF OUR SUCCESS OUR EMPLOYEES



The professional fields at NOVOMATIC range from research, development and production to services in casino, business management agendas and tasks in the IT sector. We are always looking for new and talented individuals who want to become familiar with exciting areas of work in a creative, secure working environment and take the opportunity to develop their skills further.



MOST VALUABLE ASSETS

WOMEN IN WORKFORCE
56%
in all areas

EMPLOYEES
20,585
active worldwide

EXPERIENCE
6 years
average period of employment

Disclaimer: data for NOVOMATIC AG Group for the FY 2020

RESPONSIBILITY

TOGETHER

WE

CAN 



THE BIG PICTURE IN VIEW

RESPONSIBILITY

IN ACTION

NOVOMATIC pursues a sustainable corporate development. In addition to the economic aspects of our business activities, this also takes into account employee and environmental concerns as well as the interests of our stakeholders.

The strategic action areas comprise the sub-areas „Responsible Entertainment,“ „Always Compliant,“ „Enjoy Working with Us,“ „Going Green“ and „Active in the Community. The guiding principle of „Winning Responsibly“ is always at the center. Because only the assumption of responsibility ensures long-term business success.

The vision is to be the world’s most innovative and responsible provider of „Responsible Entertainment“. NOVOMATIC collects and manages a variety of non-financial key performance indicators to continuously improve the Group-wide environmental, social & governance (ESG) performance. These efforts have also been confirmed by numerous excellent ESG ratings.



CR FACTS & FIGURES



11
In total 11 most important Group companies certified with the G4 responsible gaming standard (represents 56 % of Group revenue)



0
confirmed corruption cases within the Group



20,585
total on day of reporting December 31, 2020



12
Introduction of the NOVOMATIC Biometric Systems™ (NBS) in 12 countries

12 %
Turnover rate (termination of employees)



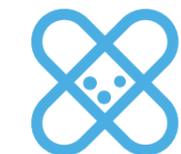
11
Awards as an employer



5.3
Tons of CO₂ per capita



~17,000
Training and Further Education



3.8
Accident Rate LTIFR (Lost Time Injury Frequency Rate) Number of accidents per Million man hours

PRACTICED RESPONSIBILITY

OUR PLAYER PROTECTION



Enjoyment of the game and responsible use of gaming services are not contradictions. Responsible Entertainment is a core issue when it comes to NOVOMATIC's „license to operate“ and forms the foundation for all current and future business success.

At NOVOMATIC, Responsible Entertainment covers measures for addiction prevention in the gaming segment, but also includes measures in the sports betting and online gaming segments. The company is aware of the requirements and expectations of the authorities, customers, business partners and other stakeholders and therefore plays a pioneering role in player protection at an international level. Responsible Entertainment is a key element in the responsible implementation of business activities at NOVOMATIC.

NOVOMATIC ensures the best possible player protection using its technical expertise, many years of international experience and by working together with experts and leading institutions in the field. This makes it possible for NOVOMATIC to quickly incorporate the latest research results into existing Responsible Gaming concepts.

The company implements extensive measures in player protection – even beyond legal requirements. By using biometric data in the gaming industry, NOVOMATIC is setting new trends in customer convenience and the prevention of gaming addiction. The patented NOVOMATIC Biometric Systems™ (NBS) technology is already being used on gaming machines in Europe. NOVOMATIC is thus one of the first gaming technology groups worldwide to have created the technical prerequisites for introducing a biometric-based access and payment system.

The NBS system has been installed by the end of 2020 in the following countries: Bulgaria, Croatia, Macedonia, Montenegro, the Netherlands, Austria, Romania, Switzerland, Serbia, Slovakia, Spain and the Czech Republic.

NBS SYSTEM USE

- Register biometric data, for example using a fingerprint, in a facility
- Create a customer profile – only the biometric data needed for unambiguous identification is required
- Use of gaming devices, payout machines, catering options, or casino hotel via fingerprint
- New options for limiting time spent

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All passages refer equally to members of
both genders.

PHOTOS

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making a decision.

Date: April 2021

TEAMWORK

TOGETHER

WE

CAN





Company Folder

