

# 2011

## Company Folder



NOVOMATIC AG



**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 more than 4,200 registered IP rights and form a stable basis for the "WINNING TECHNOLOGY" promise.

# A CLAIM TO INNOVATION

# OUR SUCCES

# STORY

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

1980

#### ESTABLISHMENT

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

1985

#### TECHNOLOGICAL REVOLUTION

First NOVOMATIC dual screen  
 terminals revolutionize the market

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

#### INAUGURATION

Casino Frankfurt/Airport as Germany's first  
 airport casino

#### 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**

**Eurocoin Gaming B. V.**, JVH exploitatie,  
the Netherlands,

**Betware Holding hf.**, Iceland



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



#### INAUGURATION

**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.**

#### 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

2019

2022

#### ESTABLISHMENTS

**Greentube Netherlands B.V.,** Netherlands  
**NOVOMATICCUADOR S.A.S.,** Ecuador  
**ADMIRAL GAMING/ONLINE/**  
**GASTRO UKR TOV,** Ukraine  
**Greentube Luxembourg S.à r.l.,** Luxembourg  
**ADMIRALBET SPAIN S.A.,** Spain

#### ACQUISITIONS

**ZBET.RS d.o.o. Beograd, ADRIA GAMING**  
**d.o.o. Beograd,** Serbia  
**ADMIRAL Extremadura S.L.,** Spain  
**Amutron Automaten B.V.,** Netherlands

#### INAUGURATION

**Casino ADMIRAL Helmond,** Netherlands

2021

2020

#### ANNIVERSARY

**NOVOMATIC** celebrates its **40<sup>th</sup>** company  
anniversary

#### INAUGURATION

**Spielbank Rostock,** Germany

#### LICENSE

**ADMIRAL Sportwetten GmbH** receives  
Sports Betting License in Germany

# 365 DAYS OF NOVOMATIC AG GROUP OUR HIGHLIGHTS 2021

February 25

---



## NOVOMATIC Wins Most Important Gaming Award in Latin America

The SAGSE Awards are announced every year, being the most important award in the Latin American gaming industry. A jury comprising over 2,500 international customers and industry representatives awards the best companies in the industry in 30 different categories such as land-based and online gaming or lotteries.

The SAGSE Awards 2020 saw NOVOMATIC receiving two awards in the categories "Best Electronic Roulette" and "Best Land-based Progressive Jackpot" for the popular THUNDER-CASH™ Linked Jackpot.

June 30

---



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

As part of the Austrian Brand Value Study 2021, the European Brand Institute (EBI) ranked the most valuable Austrian brands in June. Despite experiencing a sharp drop in sales revenue caused by the coronavirus, NOVOMATIC was able to achieve an excellent second place, thanks in no small part to efficiency enhancement measures implemented throughout the Group and sustained innovative power. With a brand value of EUR 2.968 billion, NOVOMATIC is sandwiched between Red Bull and Swarovski, putting itself among the very best of a total of 180 Austrian brand companies from 16 industries.

## June 05



### Opening of the Casino ADMIRAL Helmond

As part of the reopening of the Dutch casinos, the new ADMIRAL Helmond casino was also officially opened on June 5, 2021 in the historic building of the former “Scala Bioscope” cinema and theater complex. It is now the seventh Casino ADMIRAL location in the Netherlands and the largest casino in the region, offering the highest standards in gaming equipment, service and responsible gaming with a modern cashless system. The fact that this new casino location has been opened is evidence of a sustainable business strategy – even in economically challenging times.

## September 17



### International G4 Certification for NOVOMATIC Player Protection Standard

NOVOMATIC and its subsidiaries pursue sustainable gaming practices at the highest level in all business segments, a fact evidenced by the renewed certification for player and youth protection in accordance with the internationally recognized G4 standard of the Global Gambling Guidance Group. The NOVOMATIC subsidiaries with the highest sales in Austria, Germany, the Netherlands, and the United Kingdom are also already G4 certified. As an operator of international gaming facilities and a worldwide exporting technology supplier, recertification is a valuable way of recognizing the substantial efforts being made in this area. The standard is seen internationally as the most recognized and strictest of its kind for player protection.

## September 20



### Awards for NOVOMATIC at World Exhibition Stand Awards 2021

With an area of around 5,000 m<sup>2</sup>, the NOVOMATIC booth at the world’s largest annual gaming trade fair, ICE London, is dubbed by the industry itself as the centerpiece of Gaming World. With a record number of some 40,000 visitors, this booth, which showcased the company’s 40-year history of innovation as part of a 360° digital experience for NOVOMATIC’s 2020 anniversary year, was a clear visitor hotspot. This also convinced the jury of the World Exhibition Stand Awards 2021, which recognized NOVOMATIC in two categories: “Best Stand at a Gaming Event” (Casino Industry) with PLATINUM and “Best Stand 1000 sqm+” with DIAMOND.

## October 04



### NOVOMATIC Celebrates Big Exhibition Revival at G2E in Las Vegas

The Global Gaming Expo “G2E” in Las Vegas in October 2021 once again hosted the international gaming industry. With a total of 233 exhibitors, the event, held in strict compliance with COVID safety rules, was the largest physical gaming event held around the world since the start of the pandemic. NOVOMATIC, as the largest European exhibitor, presented an expanded range of new Linked Progressive Jackpot systems to the some 12,500 international gaming professionals, buyers and media representatives, along with a number of new products for the U.S. casino and VGT markets and the growing U.S. sports betting market.



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

# OUR VISION

## Dear Ladies and Gentlemen,

We look back on a year that has presented us all with extraordinary challenges in both our personal and business environments. The effects of the pandemic, specifically the far-reaching restrictions in all relevant markets, had a particularly strong impact on the first half of 2021. Yet, despite this, we can certainly be satisfied with how the fiscal year turned out. Despite months of lockdowns and the associated closures of casinos, slot arcades and betting operations in key markets of the NOVOMATIC AG Group, it was possible to stabilize the Gaming Operations segment thanks to a lot of hard work, meaning that it only recorded a slight decline in revenues to EUR 1,034.1 million (-3.5 percent). By contrast, the Gaming Technology segment reported a 20.3 percent year-on-year increase in revenues to EUR 806.2 million. The increased demand and, consequently, the larger number of terminals sold is due in particular to the high quality and performance of NOVOMATIC technology.

In the 2021 fiscal year, the NOVOMATIC AG Group operated around 2,000 of its own gaming facilities in 50 countries and exported innovative gaming equipment, system solutions, and services to around 100 countries. As a result, the company was again able to consolidate and expand its position as a top global player and full-service provider to the entertainment industry in the year under review. In addition, the path of Group-wide optimization already embarked upon in the 2020 fiscal year was successfully continued with the work to realign the Global Sales and Global Production & Logistics business segments and to restructure the central Global Operations business segment. This resulted in Group revenue rising from EUR 1,743.6 million in the previous year to EUR 1,842.3 million in 2021, representing an increase of EUR 98.7 million (+5.7 percent). In addition, the equity ratio increased from 27.7 percent to 29.7 percent due to the positive overall Group result.

Despite the COVID-related challenges, the NOVOMATIC AG Group saw a number of positive developments and experienced several highlights in the 2021 fiscal year. The second year of the pandemic saw demand increase, for example, in the sports betting segment and in the online sector. We were able to present innovations from our online and terrestrial product portfolios with success at the Global Gaming Expo in Las Vegas in October via our Group company NOVOMATIC Americas. NOVOMATIC was also recognized in the most important awards of the Latin American gaming industry, the SAGSE Awards, both in the category "Best

Electronic Roulette" and "Best Land-based Progressive Jackpot". As casinos in the Netherlands began reopening, the new Casino ADMIRAL Helmond became the seventh Casino ADMIRAL location to open in the Netherlands.

As an international gaming facility operator and supplier of technology around the world, we are aware of the great responsibility we have towards our total of around 21,200 employees as well as towards our customers. This is why NOVOMATIC consistently pursues sustainability goals that are reflected in the Group strategy in the form of socially responsible and ecologically sustainable corporate development. Specific strategy areas include environmental, social and employee matters as well as ensuring strict adherence to comprehensive compliance guidelines. Our sustainable commitment in these areas is confirmed by top rankings in international Environmental, Social & Governance (ESG) ratings from leading rating agencies. We also see our renewed certification to the internationally recognized G4 standard for player protection as valuable recognition for our hard work in this important area. More information on our ESG measures can be found in the non-financial part of this report.

The 2021 fiscal year demonstrated that we were able to successfully meet the extraordinary challenges with innovative strength and flexibility combined with measures for sustainable cost optimization and improving efficiency. We would like to take this opportunity to express our sincere thanks to our employees. During this unprecedented period, they have shown enormous commitment, loyalty and dedication, making a major contribution to safeguarding our quality and innovation leadership, and even expanding it further in some segments. Together we can look to the future with confidence and add yet more chapters to the NOVOMATIC success story.

The Executive Board of NOVOMATIC AG



Ryszard Presch

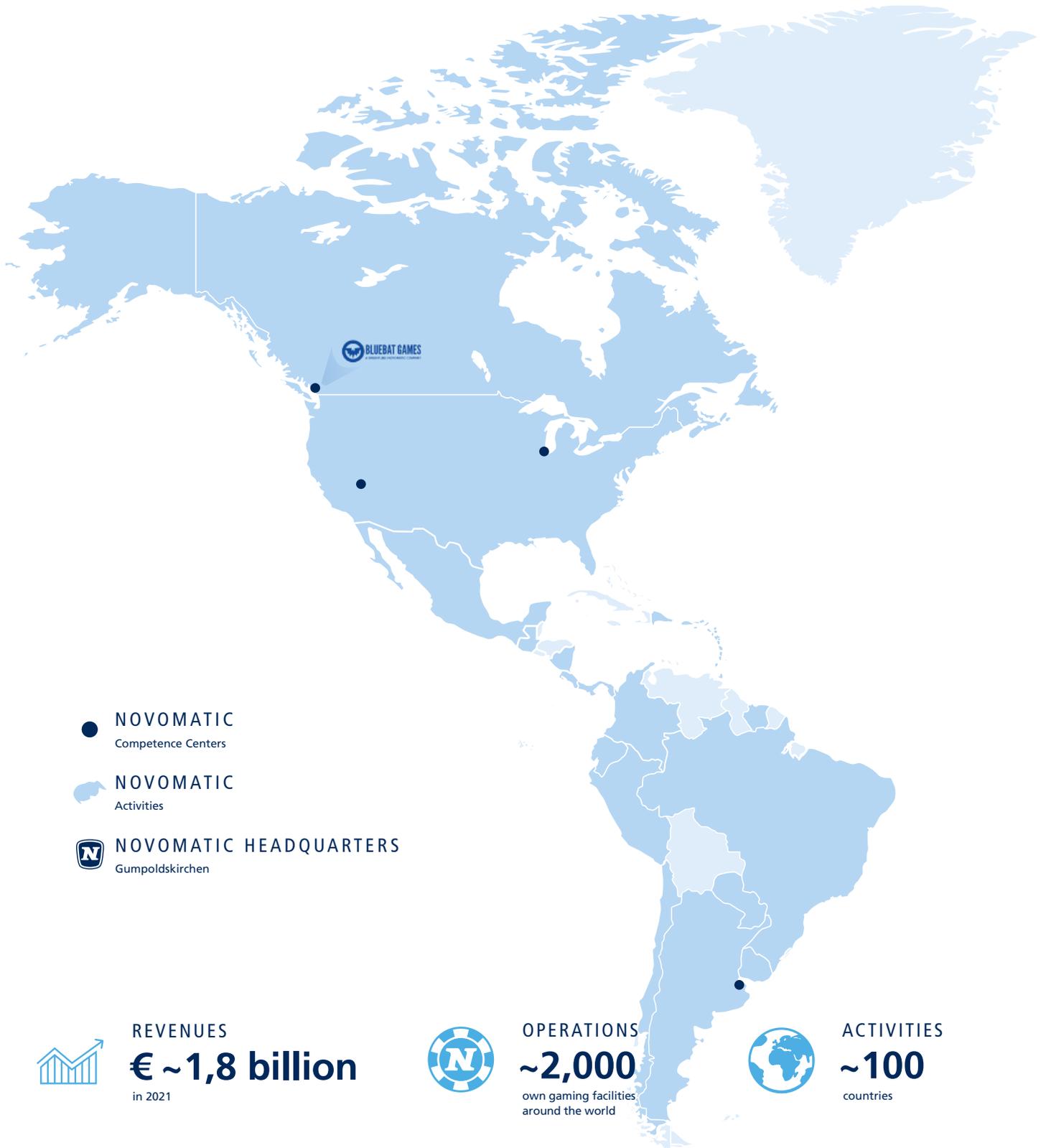
Member of the Executive Board



Johannes Gratzl

Member of the Executive Board

# NOVOMATIC WORLDWIDE ACTIVITIES





EMPLOYEES  
**~21,200**  
worldwide

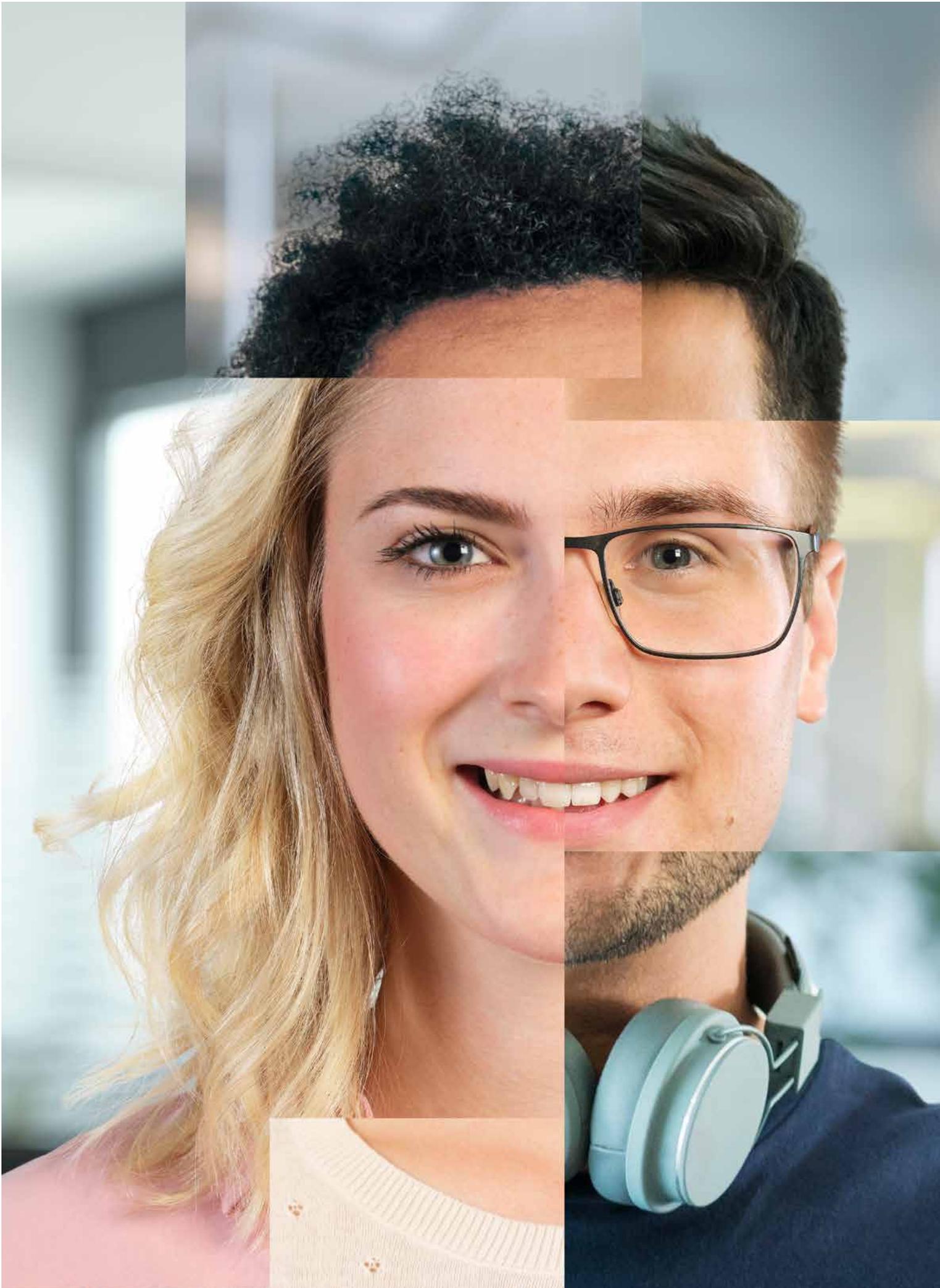


COMPANIES  
**~200**  
international subsidiaries



EXPORT RATE  
**~97%**  
sales in foreign markets

Disclaimer: data for NOVOMATIC AG Group for the FY 2021





**WE ARE  
SUCCESS**

**Prof. Johann F. Graf**  
Founder



# REALIZING VISIONS TOGETHER OUR TEAM

**Supervisory Board of  
NOVOMATIC AG:**

- Dr. Bernd Oswald
- Martina Flitsch
- Dr. Haig Asenbauer
- Dr. Robert Hofians





**Ryszard Presch**  
Member of the Executive Board



**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 2,000 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 2,000 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 212,000 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 14 production sites in 11 countries. NOVOMATIC also operates 30 technology centers in 15 countries, which also cooperate with leading technical universities. As such, the NOVOMATIC AG Group currently more than 4,200 intellectual property rights such as patents, trademarks and designs.

# 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.

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



**MOST VALUABLE ASSETS**



**WOMEN IN  
WORKFORCE**  
**55%**  
in all areas

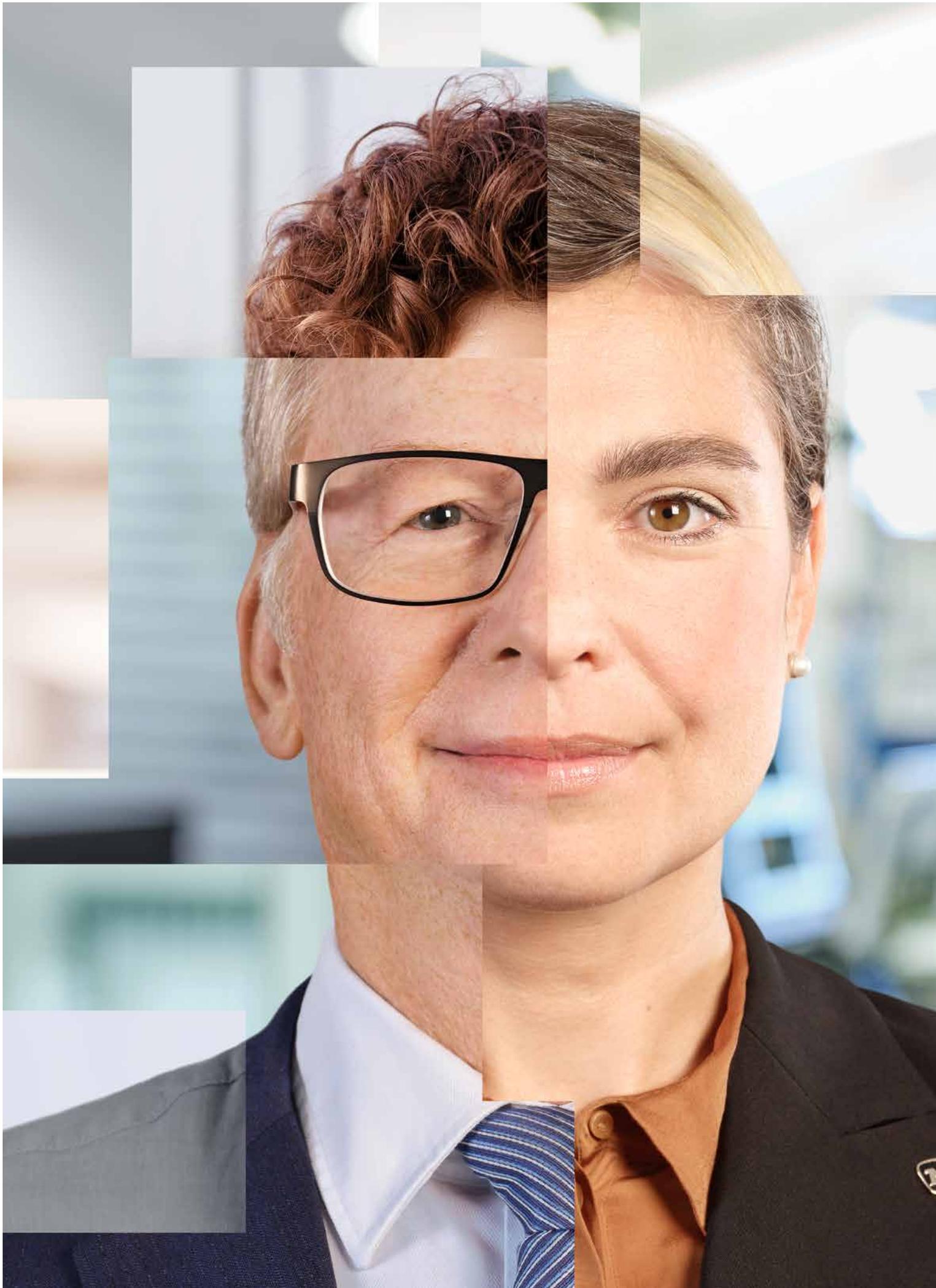


**EMPLOYEES**  
**21,173**  
active worldwide



**EXPERIENCE**  
**6 years**  
average period of  
employment

Disclaimer: data for NOVOMATIC AG Group for the FY 2021





**WE ARE  
RESPON-  
SIBILITY**

# 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



**12**  
In total 12 most important Group companies certified with the G4 responsible gaming standard (represents 56 % of Group revenue)



**0**  
confirmed corruption cases within the Group



**21,173**  
total on day of reporting December 31, 2021



**14**  
Introduction of the NOVOMATIC Biometric Systems™ (NBS) in 14 countries

**18 %**  
Turnover rate (termination of employees)



**11**  
Awards as an employer



**4.2**  
Tons of CO<sub>2</sub> per capita



**~28,000**  
Training and Further Education



**4.2**  
Accident Rate LTIFR (Lost Time Injury Frequency Rate) Number of accidents per Million man hours

PRACTICED RESPONSIBILITY

# OUR PLAYER PROTECTION



ON

**For NOVOMATIC, the enjoyment of gaming and the responsible use of gaming services are not contradictory. The Group sees Responsible Entertainment worldwide as the basis for sustainable business success.**

At NOVOMATIC, Responsible Entertainment includes not only measures to prevent addiction in the area of gambling, but also in sports betting and online gaming. The company is aware of the requirements and expectations of authorities, customers, business partners and other stakeholders and therefore plays a pioneering role in player protection on an international level.

NOVOMATIC ensures the best possible player protection through technical know-how, many years of international experience and cooperation with experts, as well as internationally highly recognized certifications from the Global Gambling Guidance Group (G4). The implemented player protection measures at NOVOMATIC often exceed the legal requirements.

As a technology leader, NOVOMATIC's responsibility begins with technical player protection, and the latest research findings are immediately incorporated into existing responsible gaming con-

cepts. With the application of biometric data in the gaming industry, however, NOVOMATIC is an international trendsetter. With its patented NOVOMATIC Biometric Systems™ (NBS) technology, the company is one of the first gaming technology groups in the world to have created the technical prerequisites for a biometrically based access and payment system, which also fulfills all requirements in terms of youth and player protection. In addition to casino software and hardware components, the NBS department also develops management systems for responsible gaming that cover all country-specific legal requirements.

NBS Casino Management and NBS Access Systems are already in use in numerous countries, such as Austria, the Czech Republic, Croatia, Germany, Italy, the Netherlands, Spain, Bulgaria, Romania, Serbia, Slovakia, Ukraine, Tanzania, Namibia and many more. Romania, Switzerland, Serbia, Slovakia, Spain and the Czech Republic.

### NBS-SYSTEM

- Registration of biometric data, for example based on fingerprints in a store
- Creation of a customer profile – only the biometric information required for unique identification is stored – advantage of fully automated access
- Easy operation of the gaming machines, including transfer of credits between machines, cash withdrawals, use of the catering facilities or bookings in the casino hotel using fingerprints
- Modern limitation options with regard to the duration and number of visits, up to and including complete blocking in the casino

# CONTACT AND IMPRINT

## NOVOMATIC AG

Group Marketing & Communications  
+43 2252 606 0  
communications@novomatic.com

## DESIGN

Group Marketing & Communications

## IMPRINT

### **Owner, editor and publisher:**

NOVOMATIC AG  
Wiener Strasse 158, 2352 Gumpoldskirchen  
Commercial register number: FN69548b  
+43 2252 606 0  
www.novomatic.com

All passages refer equally to members of  
both genders.

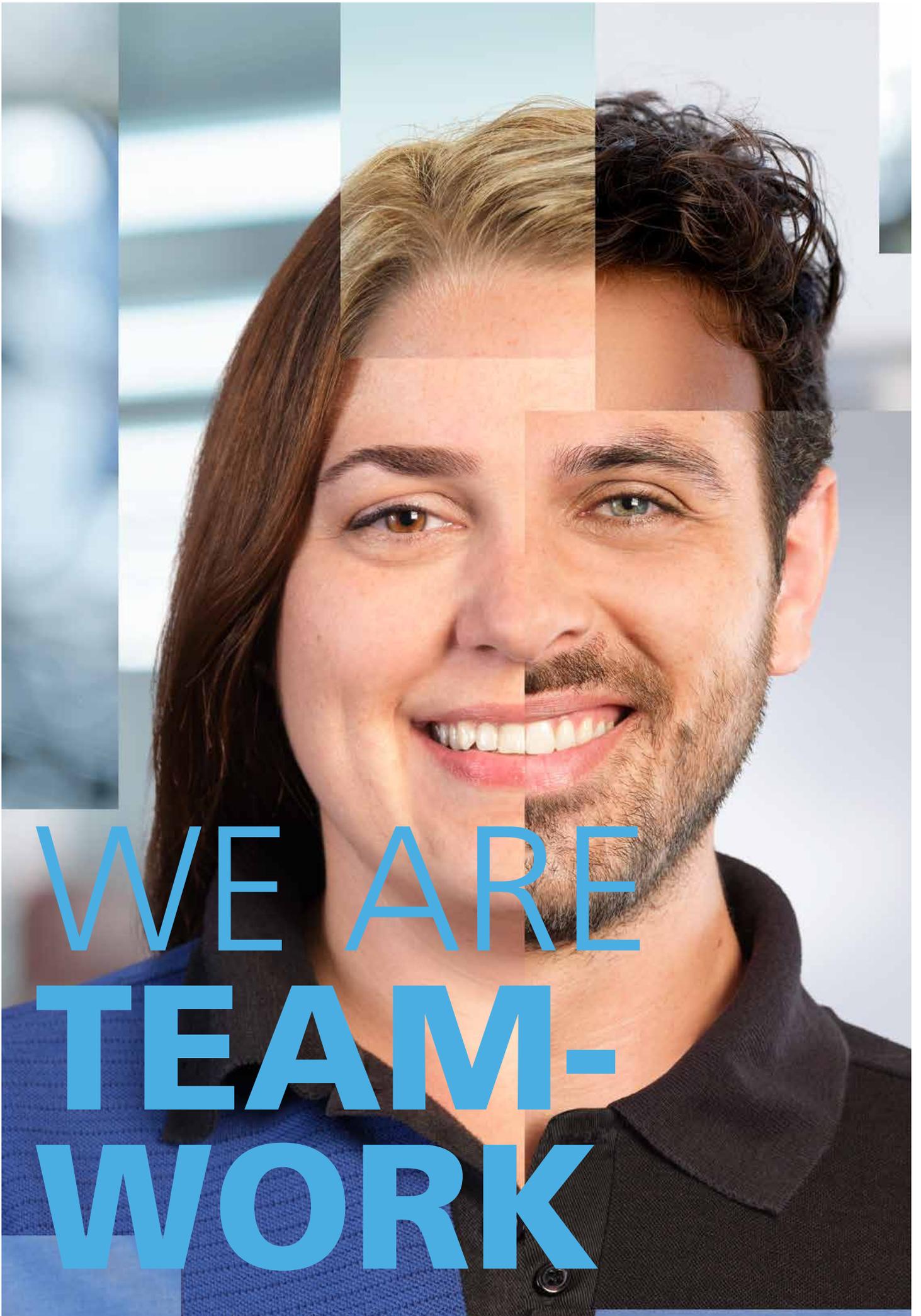
## PHOTOS

ADMIRAL, European Brand Institute, Greentube,  
KTHE, Thomas Meyer Photography, NOVOMATIC,  
Katharina Schiffli, G4, SAGSE

## DISCLAIMER

The information contained in this document is not binding. No liability shall be assumed for its correctness, accuracy, and completeness. Past performance is no indication of future developments. The information and details contained in this document are solely for marketing purposes and should not serve as a basis for making a decision.

Date: April 2022



**WE ARE  
TEAM-  
WORK**



Company Folder