



NOVOMATIC Lottery Solutions partners with Gamevy

Gamevy Ltd and NOVOMATIC Lottery Solutions (NLS), a wholly owned subsidiary of NOVOMATIC, Europe's leading gaming technology group, have signed a Memorandum of Understanding (MoU) to provide innovative new instant win games to government regulated lotteries. The service will combine NLS's market-leading lottery platform with Gamevy's unique content and flexible development capability, to deliver authentic, customized games to lottery operators.

"NLS is delighted to be working with Gamevy," stated NLS CEO Frank Cecchini. "We've watched the company develop their games and their capabilities over the last year and we like the way they think. Gamevy is passionate and focused on making high quality games that are notably different than anything else on the market today. The Gamevy team truly understands the lottery player and the new challenges which lotteries face as they struggle to stay relevant and exciting," Cecchini added.

Through their strategic partnership, NLS and Gamevy will bring new content to lotteries, providing a range of interactive instant win and digital scratch games. Far too often, suppliers have only offered lottery scratch cards that are adapted from paper products and little thought is given to the unique possibilities and challenges of the digital medium. To date, most games suppliers have lavished their creative efforts on casino games – ignoring the broader lottery demographic and the pursuit of a more challenging customer base.

Just as NLS believes in creating a leap-forward change in the way lotteries are run, Gamevy also believes in changing the games offered to players. Gamevy creates innovative instant win products that offer real player action – with skill, strategy and choices that have an impact on the player's experience and game results. Taking cues from social gaming and TV game shows, Gamevy's products appeal to a younger demographic as well as the broad player-base of lottery and bingo games. Designed to entertain and engage players, these games offer life-changing jackpots and a highly interactive style of play.

Gamevy's digital scratch instant wins are designed expressly for mobile, with different mechanics matched to differing games, as well as playful animations and reveals that make their products significantly more fun. Meticulous attention to detail and a high standard of design have made Gamevy a sought-after development partner for many major brands.

NLS and Gamevy's games and content ideas will be showcased at the World Lottery Summit 2016 in Singapore in November.

About NLS

NOVOMATIC Lottery Solutions (NLS) is a full solution alternative vendor for international lottery markets delivering games and services that can be integrated with any 3rd party solution. The NLS system supports all sales channels simultaneously, creating a truly omni-channel offering while at the same time increasing lottery revenues and returns to good causes. With ISO 27001 certification, WLA Security Control Standard Certification and numerous lottery audits, NLS solutions guarantee the highest levels of security and reliability. NLS is part of the NOVOMATIC Group, one of the biggest global producers and operators of gaming technologies, with revenues of about EUR 4bn, more than 24,000 employees and activities in 80 countries. NLS was established in 2014 after the acquisition of Icelandic lottery provider Betware and quickly became a player in the international lotteries business.

About Gamevy

This London-based start-up is inspired by TV gameshows to offer instant wins where players can push their luck, prove their skill and have a chance of taking home a life-changing jackpot. Their games are live across Europe and proving especially popular with a broad demographic of players. Gamevy is licensed and regulated by the UK Gambling Commission and the Gibraltar Commission.

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