

NOVOMATIC 2nd in Brand Value Study 2020

Release date: July 16th, 2020 • Embargo date: (immediate release)

NOVOMATIC awarded second place for the first time amongst the most valuable Austrian brands

For the 17th time, the most valuable Austrian brand corporations were ranked on the 1st of July as part of the Austrian Brand Value Study 2020. For the first time, NOVOMATIC proudly took second place in this prestigious ranking by the European Brand Institute (EBI), closely behind the undisputed Austrian winner Red Bull and ahead of the renowned B2C brand Swarovski.

As Europe's largest gaming technology group, NOVOMATIC impresses with continuous brand value growth and a unique innovative strength, as illustrated by its 4,700 registered IP rights. This year, the company has exceeded all expectations by, for the first time, securing an illustrious second place in the internationally recognised rankings – behind the leading Austrian brand Red Bull and just ahead of Swarovski. The brand's value has increased by +3.3% to EUR 3.545 billion, which confirms the Group's dedicated two-brand strategy with the brands NOVOMATIC in the B2B segment and ADMIRAL for the B2C activities. Prestigious international awards such as the Global Gaming Award 2020 for the "Casino Supplier of the Year" and the British Casino Award 2020 for the "Best UK Slot Machine", as well as countless international certifications and accolades in regulated gaming markets, complete the picture. With 30,000 employees and activities in over 70 countries, NOVOMATIC relies on a strong, coherent and consistent brand presence as a key asset for the company's international success.

For the seventeenth time, the Austrian Brand Value Study 2020 determined, from the "trend-TOP500 of the companies with the highest turnover in Austria" as of June 2020, those domestic corporate brands that are more than 45% Austrian-owned and whose brand value was evaluated according to the current international ISO 10668 and ÖNORM A 6800 standards. The analyses were carried out on the basis of over 180 Austrian brand corporations in 16 industry segments. Of these, the TOP 10 were recognised at the presentation.

About NOVOMATIC

The NOVOMATIC Group (including the NOVO SWISS AG and Novo Invest GmbH) is one of the biggest international producers and operators of gaming technologies and employs around 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in around 50 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates around 230,000 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 sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at www.novomatic.com

For more information please contact:

Andrea Lehner
Product Marketing
NOVOMATIC AG

Mobile: +43 664 40 66 721
Office: +43 2252 606 626
alehner@novomatic.com