

NAG & AGT consolidate sales efforts in APAC region

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NOVOMATIC and AINSWORTH consolidate sales efforts in APAC region

Ainsworth will be part of the new commercial and after-sales service structure for NOVOMATIC products in the APAC region.

NOVOMATIC has signed a non-exclusive distribution agreement with Ainsworth, whereby the Australian company will act as a sales and service unit for NOVOMATIC products in the Asia-Pacific region, including Australia and New Zealand.

Newly appointed Ainsworth VP Business Development & Sales Asia Pacific, Robert Dijkstra, will be representing both brands. For the past five years prior to his new role, Robert represented NOVOMATIC in the Asia-Pacific region, working closely with Ainsworth.

NOVOMATIC's Sales Manager Southeast Asia, Michael Barsin, will also join Ainsworth as of October 1st, 2020 continuing to serve the region from his Hong Kong base, representing both brands.

The NOVOMATIC product suite for the Asian region consists of leading slot machines, market-focused games and multi-game editions, ETGs, casino management and media systems, Linked Progressives as well as sports betting solutions. Ainsworth looks forward to introducing their impressive new suite of A-Star™ cabinets into the region, further complimenting its current portfolio of stand-alone, link progressive and multi-games.

“By bringing the two companies together we can increase the diversity of offerings to our customer base through the one channel. I am looking forward to overseeing this progressive development and believe it will benefit all stakeholders”, said Robert Dijkstra.

This new distribution and after-sales service structure will enhance the service and support network for the installed machine base, provide a strong commercial structure for existing and new customers and accelerate the expansion of NOVOMATIC and Ainsworth products in the Asia-Pacific region.

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



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About AINSWORTH

Ainsworth Game Technology (ASX:AGI) ("Ainsworth") is a Australian publicly listed company headquartered in Newington, Sydney, Australia. Ainsworth offices are located around the world including: US and Latin America. With a fully integrated operation including design, development, assembly, testing, sales and field service; Ainsworth encompasses the entire product development cycle from conception through to installation, service and support. For more information visit: www.agtslots.com

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