

NOVOMATIC@ICE 2015 –Review

Publication date: February 19th, 2015 • Embargo date: immediate release



NOVOMATIC – A Clear Demonstration of a Truly Integrated Group Portfolio

With 18 Group subsidiaries NOVOMATIC presented an impressive display during ICE 2015 in London. The Group's global reach in the international gaming industry was clearly demonstrated with an array of new innovations and technology developed by leading talents in the Group's various competence centres and think tanks.

This year's star of the NOVOMATIC show was undoubtedly the magnificent new cabinet, DOMINATOR® Curve. This dramatic evolution of the hugely successful Dominator® cabinet was given its international debut in London. Combining all the sophisticated ergonomic and design elements of its predecessor but now with the advantages of its own unique feature – an upright 40" full HD curved touchscreen – the Dominator® Curve positions the player in the focal point of the gaming action and creates new possibilities for gameplay and jackpots.

Another high impact product at ICE was the NOVOSTAR® V.I.P. II slant top with its large 50" screen and Crown V.I.P. chair. It was presented in the dramatic Astra V.I.P. wall configuration that has already proved to be a big success in major casinos across the UK.

NOVOMATIC's continent spanning systems specialist Octavian demonstrated the hugely popular ACP Casino Management with its various modular system features and possibilities across all areas of casino operation.

A wide range of market-specific AWP and VLT products was presented by the Group subsidiaries NOVOMATIC Gaming Spain, GiGames, LÖWEN Entertainment, Crown Technologies and NOVOMATIC Italia for their respective European markets.

NOVOMATIC UK – comprising Astra Games, Bell-Fruit Games, Empire Games, Gamestec and Mazooma Interactive Games – took up a major part of the huge booth with their latest offerings for the UK and international markets.

For the increasing demand for the ever expanding online and mobile segment the Group's NOVOMATIC Interactive branch presented a highly diversified offering of products and interconnected solutions from subsidiaries Greentube, iGaming2Go, Extreme Live Gaming,

NOVOMATIC@ICE 2015 – Review

Publication date: February 19th, 2015 • Embargo date: immediate release

Betware and NOVOMATIC Lottery Solutions, ranging from proven NOVOMATIC land-based content optimised for desktop and mobile platforms, online/mobile games and platforms to live dealer content, market leading VLT solutions and complete lottery system solutions.

Visitors were once again impressed by the innovative products and solutions as well as the high diversification of a truly integrated Group portfolio that caters to literally all aspects of modern gaming through the deployment of NOVOMATIC winning technology.

Austrian Gaming Industries GmbH (AGI) a 100-percent subsidiary of NOVOMATIC AG (www.novomatic.com) is an integrated global gaming company specializing in the design, development, manufacturing, distribution and sales of electronic gaming machines and advanced technology products. As Europe's leading manufacturer AGI delivers one of the broadest product ranges in the industry.

The NOVOMATIC Group is one of the biggest producers and operators of gaming technologies and one of the largest integrated gaming companies in the world. The group employs more than 22,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 232,000 gaming machines in its about 1,500 plus traditional and electronic casinos as well as via rental concepts.

Part of the Group is also Admiral Sportwetten GmbH, Austria's leading sports betting operator with more than 200 outlets as well as the Vienna based online gaming specialist Greentube Internet Entertainment Solutions GmbH. With the acquisition of Betware and the foundation of NOVOMATIC Lottery Solutions in 2013 the Group entered the lottery business segment and thus completed its transition into a truly integrated gaming concern.

The main markets of the group are the Member States of the European Union; the Central, Eastern and South Eastern European markets where NOVOMATIC was, due to its early market entry, able to establish an excellent position; as well as expanding markets with exceptional growth such as Latin America and the US.

For more information please contact:

Max Lindenberg MBA+E
Director of Marketing AGI

David Orrick
Director of Communications &
Business Development AGI

Andrea Lehner
Marketing AGI

Mobile: +43 664 814 04 54
mlindenberg@novomatic.com

Office: +44 1229 465 670
dorrick@novomatic.com

Office: +43 2252 606 626
alehner@novomatic.com

