

NOVOMATIC celebrates a successful showcase at G2E Asia 2025 in Macao

Strong visitor numbers, excellent customer engagement, and positive feedback for its region-specific innovations highlight NOVOMATIC's momentum in the Asian gaming market.

Gumpoldskirchen, May 19, 2025 – NOVOMATIC enjoyed a highly successful presence at this year's G2E Asia, which was held from May 7–9 at The Venetian Macao. The company impressed visitors with a well-curated portfolio of advanced gaming solutions that are specifically tailored to the Asian market – drawing a strong attendance, excellent customer engagement, and positive feedback across the board.

Strong customer interest in next-generation product highlights

This year's showcase focused on delivering both innovation and regional relevance, with a lineup designed to elevate the player experience and boost operator performance. One of the standout attractions was the *DIAMOND X™ 1.55J QUATTRO*, which returned with significant upgrades in both design and performance. The cabinet was presented with the current Linked Progressive highlights, such as *XTENSION LINK™ Volume 3* and *Volume 4*, while the all-new *XTENSION LINK™ Evolution*, proved especially popular for its eye-catching presence and engaging game mechanics. The *DIAMOND X™ 2.32/3.32* multi-screen version, equipped with the *GAMINATOR™ X5*, showcased a versatile selection of entertaining titles that are tailored for the region.

Equally well-received was the *BLACK EDITION II* series: The *BLACK EDITION II XL 2.32/3.32* captivated operators with the highly popular *IMPERA LINK™ Series 2*, while the *BLACK EDITION II 1.49J* brought together the powerful *Impera PROLINK™* and the latest addition to the game portfolio, *RISING TREASURES™*. Proven performers like the *MASTER SL™ 2.32/3.32*, which also featured *GAMINATOR™ X5*, rounded out the offering and demonstrated NOVOMATIC's strength in both innovation and reliability.

Casino solutions driving future growth

Further highlights included the *NOVO UNITY™ PRO*, NOVOMATIC's advanced electronic table game (ETG) platform that enables players to join up to three live games simultaneously – such as Sic Bo, Baccarat, or Roulette – on one station. Highly customizable in its setup, the system allows operators to adapt game configurations, layouts, and betting options to local preferences and regulatory requirements. Its interactivity and flexibility were praised by operators as key advantages in engaging today's players.

The *NOVOVISION™* Casino Management System also made a strong impression with its comprehensive suite of functionalities: biometric access, single-wallet capabilities, advanced player loyalty features, and much more – all of which are aimed at delivering next-level efficiency and security in casino operations.

Kenan Bajram, Deputy Director Global Sales at NOVOMATIC AG, reflected on the successful event: "G2E Asia 2025 was once again an outstanding opportunity to engage with partners from across the region and present the full scope of our technology portfolio. Asia's land-based gaming market is as diverse as it is dynamic – each country has its own regulatory framework, technical standards, and player preferences. Our success at this year's show confirms that NOVOMATIC is well-positioned to meet these varied demands with tailored solutions that combine innovation, reliability, and full regulatory compliance. The positive feedback we received – especially for our *DIAMOND X™* and *BLACK EDITION II* series, as well as for the *NOVO UNITY™ PRO* ETG solution – reinforces our commitment to supporting our customers in key markets such as Malaysia, the Philippines, and beyond."

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs more than 26,200 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in more than 50 countries, and exports innovative gaming equipment, system solutions, lottery system solutions, and services to more than 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in its own approximately 2,100 electronic and regular casinos, as well as via rental models.

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and services, through management systems, cash management solutions, and online, mobile, and social gaming solutions, to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit www.novomatic.com

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