

# NOVOMATIC AG COMPANY FOLDER 2024

ENGLISH





**NOVOMATIC-Headquarters**  
Gumpoldskirchen



## WINNING TECHNOLOGY OUR MISSION

**When it comes to the high expectations of our customers, partners and employees, we have been doing everything in our power for more than 40 years to fulfill them.**

NOVOMATIC was established in 1980 by Prof. Johann F. Graf. Since then, the Group has developed into Europe's leading and one of the world's largest gaming technology groups. The Company has a global presence through a large number of subsidiaries and has achieved market leading positions in Austria, Germany, Italy, Spain, the Netherlands, United Kingdom and the CEE/SEE region.

All companies of the NOVOMATIC AG Group are characterized by a high level of corporate and social responsibility and are therefore only active in markets with clearly defined legal frameworks. To date, comprehensive industrial know-how has helped NOVOMATIC to obtain about 5,000 registered IP rights and underpins the innovative strength of our "WINNING TECHNOLOGY" promise.

# GROWTH OF THE NOVOMATIC AG GROUP

The NOVOMATIC AG Group has grown steadily in the course of its more than 40-year history. Meanwhile the company has more than 25,300 employees worldwide.

## 1980

### ESTABLISHMENT

NOVOMATIC Automatenhandels GmbH by Prof. Johann F. Graf, Austria  
Production of the first "ADMIRAL" gaming terminals



ALL EVENTS up to 2018  
can be found at  
[www.novomatic.com/history](http://www.novomatic.com/history)

## 2019

### ESTABLISHMENTS

Greentube USA LLC, USA  
NOVOMATIC TECHNOLOGIES RS d.o.o, Serbia

### BRAND AMBASSADOR

David Hasselhoff becomes ADMIRAL brand ambassador, Austria

### INAUGURATIONS

Casino FlaminGO Skopje, North Macedonia  
Casino ADMIRAL Waalwijk, Netherlands

## 2020

### ANNIVERSARY

NOVOMATIC celebrates its 40th company anniversary

### INAUGURATION

Spielbank Rostock, Germany

### LICENSE

ADMIRAL Sportwetten GmbH receives sports betting license in Germany

## 2021

### ESTABLISHMENTS

Greentube Netherlands B.V., Netherlands  
NOVOMATICCUADOR S.A.S., Ecuador  
ADMIRAL GAMING/ONLINE/GASTRO UKR TOV, Ukraine  
Greentube Luxembourg S.à r.l., Luxembourg  
ADMIRALBET SPAIN S.A., Spain

### INAUGURATION

Casino ADMIRAL Helmond, Netherlands

### ACQUISITIONS

ZBET.RS d.o.o., Serbia  
ADRIA GAMING d.o.o. Beograd, Serbia  
ADMIRAL Extremadura S.L., Spain  
Amutron Automaten B.V., Netherlands

## 2022

### ACQUISITIONS

HBG Group, Italy  
Grand Casino d.o.o., Serbia

### TECHNOLOGY PARTNERSHIP

Casino Campione, Italy

### INAUGURATION

New Showroom Headquarters, Austria

### BRAND AMBASSADOR

Ilie Nastase becomes ADMIRAL brand ambassador, Romania

### ESTABLISHMENT

Ski Challenge GmbH, Austria

## 2023

### INAUGURATION

Reopening Spielbank Berlin, Germany

### ACQUISITIONS

Alteatec Group, Malta  
Ineor d.o.o., Slovenia

SUCCESS

# 365 DAYS OF THE NOVOMATIC AG GROUP

## OUR HIGHLIGHTS IN 2023

The NOVOMATIC AG Group can look back on a successful year, with positive business developments in both the Gaming Operations and Gaming Technology sector. NOVOMATIC's high level of innovation and targeted investments in product product developments and technologies led to a further improvement in quality and increased demand from international business customers.



### February 7 to 9 Largest and most successful ICE trade fair of all times

With over 40,000 visitors, NOVOMATIC was able to generate a sustainable footprint in London at the most important gaming fair in Europe. The company showcased the new BLACK EDITION II cabinet series as well as a comprehensive range of land-based casino and AWP products and systems, casino management systems and biometric technologies for modern access solutions, sports betting and iGaming solutions at the largest stand under its trade fair motto "BLACK IS BACK".



### February 7 Awards at the European Casino Awards

At the ICE London 2023, the revolutionary NOVOVISION™ casino management system from NOVOMATIC emerged as the proud winner in the "Best CMS/Software Product" category at the European Casino Awards. The software package is used to operate 40,000 gaming terminals, 3,000 sports betting terminals and 1,300 automated pay stations worldwide. In addition, CASH CONNECTION Charming Lady's BOOM™ was honored as the best slot game.



### April 28 Reopening of Spielbank Berlin

After undergoing a year of renovation work, the Spielbank Berlin at Potsdamer Platz was ceremoniously reopened in April. On a total area of 8,500 m<sup>2</sup>, it now offers 500 gaming terminals and 40 gaming tables with roulette, blackjack and poker and is the most modern casino in Germany. Following its renovation, Spielbank Berlin is also the most environmentally friendly casino in Germany, as the focus of the construction work was on sustainability.



### June 28 Largest increase in brand value across Austria

With a brand value of EUR 3.446 billion, NOVOMATIC ranks second among the most valuable brand companies in the country in the latest Austrian Brand Value Study conducted by the European Brand Institute (EBI), and recorded the largest increase in brand value in just one year with an increase of +13.6 %. The company also came in at an outstanding 4th place in the Sustainable Brand Ranking.



### October 24 Premiere for V.I.P. X at the G2E trade fair in Las Vegas

At this year's G2E gaming trade fair in Las Vegas, NOVOMATIC caused quite a stir among both US operators and international trade fair visitors with the launch of the exclusive V.I.P. X series. The exclusive premium line presented together with NOVOMATIC Americas delivers a particularly intense gaming experience and exclusive gaming enjoyment with extra high and wide gaming screens and an impressive sound system.



### November 16 Player Protection Symposium with a long tradition

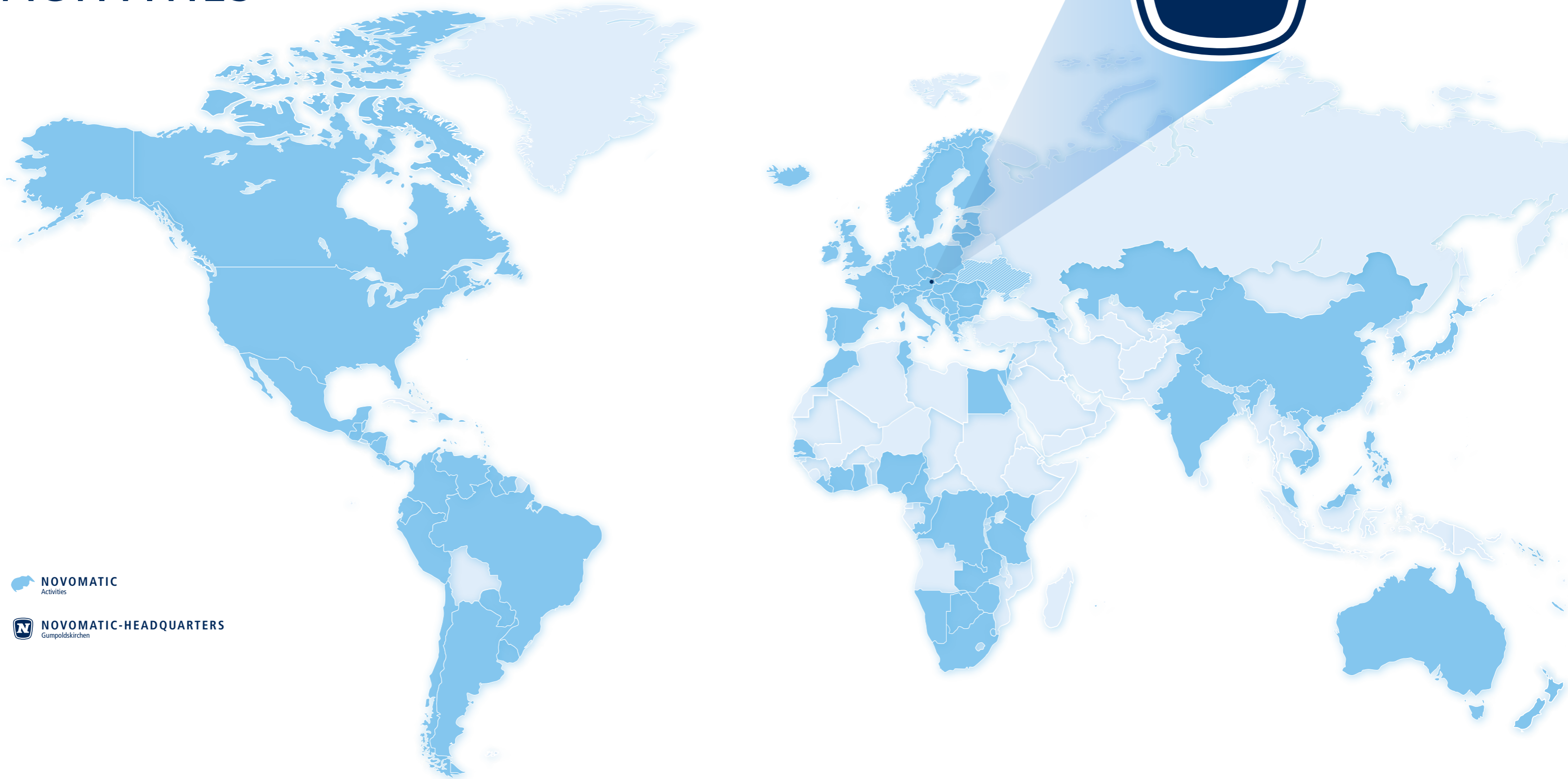
What was now the 9th Stakeholder Dialogue at NOVOMATIC's head office in 2023 was dedicated to Responsible Gaming. In addition to an international panel of experts, which presented the latest developments in this area, around 100 participants were present to discuss player protection and prevention and to present their international best practice examples.



### December 5 ISS ESG rating upgrade 2023

The sustainability rating agency ISS ESG has raised NOVOMATIC AG's rating to level "C" for the first time, making it one of the top performers in the electronics industry alongside industry-leading companies such as Apple, Dell and HP. ESG has been an integral part of NOVOMATIC AG's corporate strategy for a number of years now as the company strives for continuous improvement as part of its comprehensive sustainability program.

# OUR WORLDWIDE ACTIVITIES



 **NOVOMATIC**  
Activities

 **NOVOMATIC-HEADQUARTERS**  
Gumpoldskirchen

 **REVENUES**  
**€ ~3.2 billion**  
in 2023

 **OPERATIONS**  
**~2,200**  
gaming facilities  
around the world

 **ACTIVITIES**  
**>120**  
countries

 **EMPLOYEES**  
**>25,300**  
worldwide

 **COMPANIES**  
**211**  
fully consolidated  
international  
subsidiaries

 **EXPORT RATE**  
**~99%**  
sales in foreign markets

TEAMWORK

**Founder**  
Prof. Johann F. Graf



**Executive Board of NOVOMATIC AG:**  
Stefan Krenn  
Ryszard Presch  
Johannes Gratzl



OUR TEAM  
**REALIZING  
VISIONS TOGETHER**

**Supervisory Board of NOVOMATIC AG:**  
Dr. Bernd Oswald  
Martina Flitsch  
Dr. Haig Asenbauer  
Dr. Robert Hofians





# ONE OF A KIND OUR CORPORATE STRATEGY

Whether in real life or when playing a game: If you want to be successful, you need a good strategy. For more than 40 years, NOVOMATIC acts as a competent and reliable full-service provider in all segments of this sector.



**Strategy for success:**  
NOVOMATIC is the leading gaming technology group in Europe today and is one of the world's largest players in the industry.

Its multiple roles as a producer and operator as well as a technology and service partner allow NOVOMATIC to offer comprehensive services from a single source. This includes the development, manufacture and sale of innovative gaming equipment and a comprehensive 360-degree port-

folio for all sales channels. NOVOMATIC also operates around 2,200 electronic casinos, casinos and sports betting establishments worldwide, develops online games for licensed partners and has extensive expertise in the field of gaming technology.

## OPERATIONS

- European market leader in terms of electronic casino operations
- International casino know-how, operator of around 2,200 gaming facilities worldwide
- Europe-wide known brand ADMIRAL as leading brand for gaming and sports betting

## TECHNOLOGY

- Technology leader for server-based gaming and Video Lottery Terminals (VLTs)
- The world's leading manufacturer of gaming equipment
- Unique omni-channel gaming content for all market segments (land-based & online) with more than 200 new and innovative game and jackpot versions per year



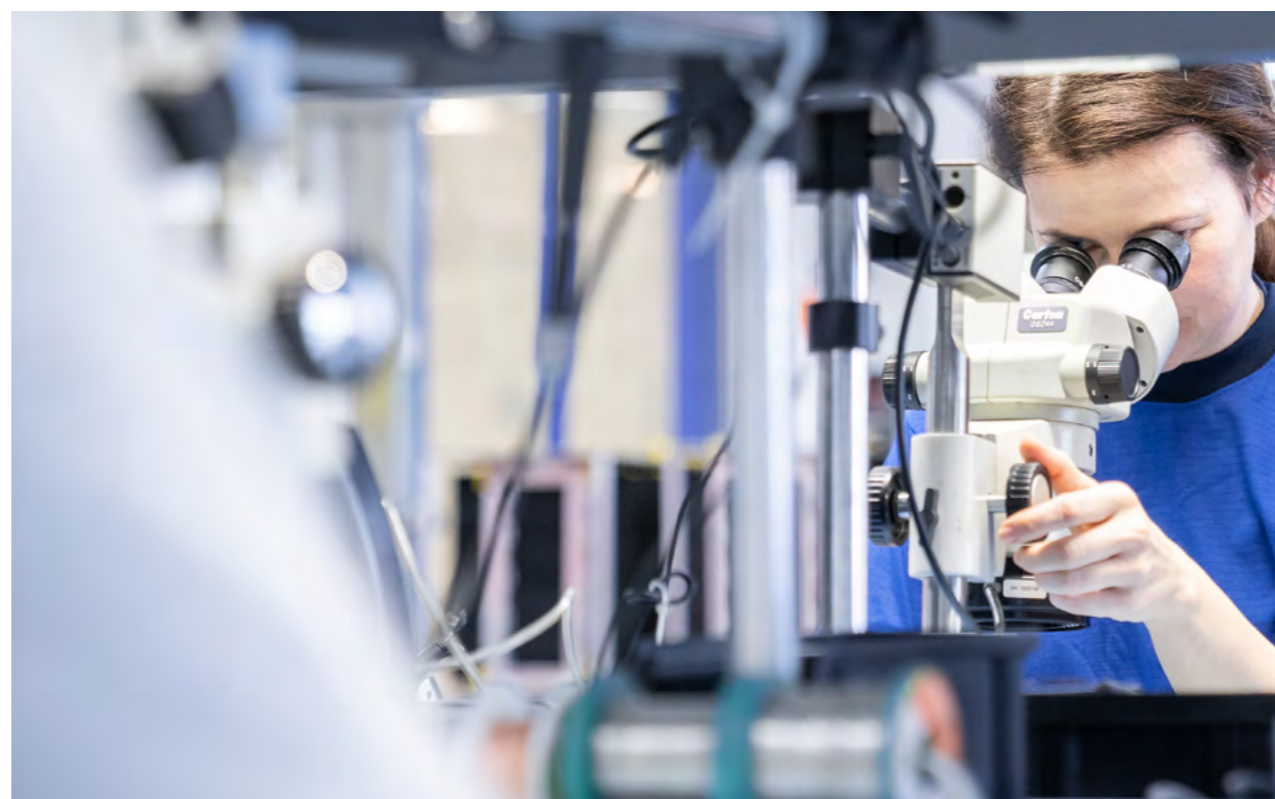


## OUR INNOVATIONS HIGH-TECH AND PEAK PERFORMANCE

Only those who always have new ideas can be the leaders. This is why the area of Research & Development plays such an important role within the group.

NOVOMATIC has always been characterized by its unique and innovative power. Annual investments in Research & Development – well above the industry average – have since enabled the establishment of 14 production sites in 11 countries. NOVOMATIC also operates 32 technology centers in 18 countries, which also cooperate with leading technical universities. As such, the NOVOMATIC AG Group currently has about 5,000 intellectual property rights such as patents, trademarks and designs.

**NOVOMATIC** has established itself in its more than 40-year corporate history as one of the world market leaders in the field of high-tech gaming technology.



# OUR EMPLOYEES THE BASIS OF OUR SUCCESS



The professional fields at NOVOMATIC range from research, development and production to services in casino, business management agendas and tasks in the IT sector. NOVOMATIC is always looking for new and talented individuals who want

to become familiar with exciting areas of work in a creative, secure working environment and take the opportunity to develop their skills further.

NOVOMATIC as an employer  
awarded with:



## MOST VALUABLE ASSETS

WOMEN IN  
WORKFORCE  
**53 %**



EMPLOYEES  
**>25,300**  
worldwide



EXPERIENCE  
**11 years**  
average duration of  
employment



RESPONSIBILITY

The background features a vertical gradient from dark orange on the left to bright yellow on the right. Overlaid on this are several large, organic, abstract shapes. A prominent shape on the left is a gradient from purple to blue. Another shape in the upper left is a gradient from light pink to white. A large, bright yellow shape is positioned in the upper right, extending towards the center. The overall aesthetic is modern and vibrant.

THE BIGGER PICTURE IN VIEW

# OUR RESPONSIBILITY IN ACTION

NOVOMATIC pursues a sustainable corporate development. In addition to the economic aspects of our business activities, this also takes into account employee and environmental concerns as well as the interests of our stakeholders.

The strategic action areas comprise the sub-areas "Responsible Entertainment", "Always Compliant", "Enjoy Working with Us", "Going Green" and "Active in the Community".

The guiding principle of "Winning Responsibly" is always at the center. Because only the assumption of responsibility ensures long-term business success.

The vision is to be the world's most innovative and responsible provider of "Responsible Entertainment". NOVOMATIC collects and manages a variety of non-financial key performance indicators to continuously improve the Group-wide environmental, social & governance (ESG) performance. These efforts have also been confirmed by numerous excellent ESG ratings.



CR FACTS & FIGURES



**17**  
Key Group companies certified with the G4 Responsible Gaming Standard (represents 67.4 % of Group revenue)



In exchange with around **100** interest groups



**>25,300**  
Total employees on day of reporting December 31, 2023



**21**  
Countries with introduction of the NOVOMATIC Biometric Systems™ (NBS)

**16 %**  
Turnover rate (termination of employees)



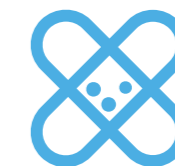
**8**  
Awards as an employer



**11.1**  
Tons of CO<sub>2</sub> per capita



**~46,000**  
Training and further education days



**5.1**  
Accident Rate LTIFR Number of accidents per Million man hours



## PRACTICED RESPONSIBILITY

# OUR PLAYER PROTECTION

For NOVOMATIC, the enjoyment of gaming and the responsible use of gaming services are not contradictory. The Group sees Responsible Entertainment worldwide as the basis for sustainable business success.

At NOVOMATIC, Responsible Entertainment includes not only measures to prevent addiction in the area of gambling, but also in sports betting and online gaming. The company is aware of the requirements and expectations of authorities, customers, business partners and other stakeholders and therefore plays a pioneering role in player protection on an international level.

NOVOMATIC ensures the best possible player protection through technical know-how, many years of international experience and cooperation with experts, as well as internationally highly recognized certifications from the Global Gambling Guidance Group (G4). The implemented player protection measures at NOVOMATIC often exceed the legal requirements.

As a technology leader, NOVOMATIC's responsibility begins with technical player protection, and the latest research findings are immediately incorporated into existing responsible

gaming concepts. With the application of biometric data in the gaming industry, however, NOVOMATIC is an international trendsetter. With its patented technology of NBS (NOVOMATIC Biometric Systems™), the company is one of the first gaming technology groups in the world to have created the technical prerequisites for a biometrically based access and payment system, which also fulfills all requirements in terms of youth and player protection. In addition to casino software and hardware components, the NBS department also develops management systems for responsible gaming that cover all country-specific legal requirements.

The NOVOVISION™ Casino Management System has now been implemented in 21 countries worldwide. The biometrics-based access solution is also being used successfully in many of these countries, including Austria, Germany, Italy, Malta, the Netherlands, Spain, the Czech Republic and Slovakia, as well as in numerous Balkan states such as Bulgaria, Romania, Serbia, Croatia and Macedonia.

### NOVOVISION™

- Registration of biometric data, for example based fingerprints
- Creation of a customer file – only the biometric information required for unique identification is stored – advantage of fully automated access
- Easy operation of the gaming terminals and cash payout as well as use of the catering services by fingerprint
- Modern limitation options with regard to the duration and number of visits, including complete blocking in the casino

# CONTACT AND IMPRINT

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und and-us GmbH

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All passages in the present  
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members of both genders.

## PHOTOS

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