

G2E 2016 REVIEW

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World Champion showcase for NOVOMATIC at G2E 2016

The Global Gaming Expo (G2E) 2016 in Las Vegas was the perfect opportunity for the NOVOMATIC Group to present its latest efforts in North America through its subsidiary NOVOMATIC Americas. This year's exhibition booth increased in size to make way for the vast array of product innovation on display for both North American and international markets, as well as dedicated areas for Greentube, Octavian, NSBS and NLS. Representatives from the US, Canada, Latin America, Europe and Asia were all at the show to present the latest developments and meet their respective customers.

NOVOMATIC Americas created maximum impact at G2E, driving people to the booth from around the show floor throughout the three-day event. The centrepiece of the exhibit was the World Championship of Slots™ (WCOS) that generated a huge buzz with operators watching the tournaments and understanding how to utilise this never before seen concept on their casino floors. A tournament took place every hour of the show and the surrounding area was bursting with excitement as attendees wanted to try their luck on the games.

WCOS is an industry-first slot competition format produced in collaboration with Emmy award-winning game show producer Gary Hunt Productions, Entropy Entertainment and media sales company Trifecta Entertainment & Media that gives players the chance of winning up to \$1 million on a national TV show, as well as offering sponsor casinos a unique marketing opportunity with reach into more than 85 million homes. Casinos are empowered to host their own qualifying events as often as they like, and the winners are eligible to move onto the WCOS television show qualifying events.

Speaking from the show floor, Gary Hunt said: "This is a first-time event where people who love playing slots will have a television show that they can enjoy. We will also be able to find people who are watching at home – who have never played slot machines before – and they will have the chance to see what fun they're missing."

A testament to the significant progress made by NOVOMATIC Americas over the past year, 40 slot titles dedicated to the US market were shown at G2E, developed in cooperation between NOVOMATIC game studios in Illinois, Austria as well as other international competence centres. Of particular interest was the premiere of the Tales of Darkness™ – a series of four linked

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progressive jackpot games. US-developed JACKPOT EDITION titles from the award-winning NOVO LINE™ Interactive portfolio were also demonstrated on the V.I.P. Lounge™ and DOMINATOR® Curve cabinets.

Visitors to the NOVOMATIC booth could not miss the stunning display of V.I.P. machines that have been creating Very Important Experiences for casino operators worldwide. Together with the return of the NOVOSTAR® V.I.P. II to G2E, the NOVOSTAR® V.I.P. III, NOVOSTAR® V.I.P. Royal and V.I.P. Lounge™ were being shown for the first time in Las Vegas. Additional cabinets presented for Latin American and international markets were the GAMINATOR® Scorpion, EXECUTIVE SL™ multiplayer terminal and NOVOSTAR® II.

A section of the booth was dedicated to Greentube, part of NOVOMATIC Interactive, demonstrating a first-class range of omni-channel gaming products, as well as the Greentube Pro social casino platform. During the second day of the show, Greentube signed a deal with mobile gaming company Chopsticks in the apps that propels the company to the forefront of the skill-based gaming segment. Other areas of the booth were reserved for Octavian to present the ACP Casino Management System, as well as NOVOMATIC Sports Betting Solutions and NOVOMATIC Lottery Solutions, which respectively presented their omni-channel sports betting and lottery technologies.

Harald Neumann, CEO NOVOMATIC AG, said: “G2E 2016 was a clear demonstration of NOVOMATIC’s progress in North America and the excellent collaboration between our teams throughout the world. We are building a very strong company in the US and our products specific to the US market on display this year further boosted NOVOMATIC in the region.”

Rick Meitzler, CEO NOVOMATIC Americas, added: “We had a fantastic G2E. The US product portfolio spoke for itself and we now have a natural trajectory that is exciting and powerful. It was important for us to focus on our NOVOMATIC Americas brand message: ‘Highly entertaining; content, content, content.’ It’s clear that customers see what the past year’s product focus is about. We unveiled some innovations like the World Championship of Slots™, and have transformed slot tournaments into game competitions for in-home television viewing. Customer response has been great for that product. We have also had strong response to our catalog of over 40+ new games developed for the American market.”

About NOVOMATIC:

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 24,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, 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 235,000 gaming terminals in its some 1,600 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 lottery and sports betting solutions together with a range of sophisticated ancillary products and services.



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