



The World of **NOVOMATIC**



The NOVOMATIC headquarters in Gumpoldskirchen, Austria

Foreword by the CEO



Dear Reader,

Over the past three and half decades, the NOVOMATIC Group has enjoyed a success story which is unparalleled in Austria. A company that in 1980 was founded with no more than a dozen employees and a sense of technological innovation now presents itself as a leading European company with worldwide renown, employing more than 25,000 people and generating revenues of around 2.3 billion EUR. Currently, we offer high-tech gaming equipment and customized services in the area of gaming in more than 70 countries.

Throughout its history, NOVOMATIC has never forgotten its origins, and the company remains firmly rooted at its home location in Lower Austria. Approximately 1,200 people are currently employed in Gumpoldskirchen.

Of course, we are always very aware of the fact that we do business within a highly sensitive industry. This is why social responsibility and player protection will always remain at the core of anything we do. We want to help shape society by means of our comprehensive sponsorship program in the areas of science, sports and culture. The following pages offer an insight into the world of NOVOMATIC – be prepared to be surprised by the many different facets our company has to offer.

I hope you enjoy the read.

A handwritten signature in black ink, appearing to read 'Harald Neumann', written in a cursive style.

Harald Neumann
CEO
NOVOMATIC AG



NOVOMATIC



green
tube pro
NOVOMATIC INTERACTIVE

OCTAVIAN
OCTAVIAN

INSW

WGS

WORLD OF GAMING



Corporate Profile

Europe's No.1

When Professor Johann F. Graf founded the NOVOMATIC Group back in **1980**, it is unlikely that he could have foreseen how rapidly the company would develop over the coming decades. Today, **37 years later**, NOVOMATIC is one of the largest gaming technology companies in the world and **Europe's number one in high-tech gaming technology**.

The foundation of our worldwide success can be found in our duality as a manufacturer of innovative gaming equipment as well as a provider of first-class gaming services.

Today, the company has **more than 25,000 employees** around the globe. With production sites and technology centers in Austria, Germany, Great Britain, Spain, the Netherlands, Hungary, Russia, Poland, Iceland, Argentina, Canada and the United States, as well as business activities in **more than 70 countries**, the NOVOMATIC Group generated cumulated total revenues of **around 2.3 billion EUR** in 2016.

Business Areas

Producer, Operator and Partner

NOVOMATIC is the **largest gaming technology group in Europe**. Its multiple roles as a producer and operator, as well as a technology and service partner, allow the company to offer all aspects of gaming from a single source.

On the one hand, NOVOMATIC stands for the **development, manufacturing and distribution** of innovative gaming equipment, such as slot machines, video poker devices, video lottery terminals (VLTs), multiplayer terminals and lottery technology. On the other hand, the Group operates approx. 2,100 electronic casinos, regular casinos and sports betting facilities worldwide.

As a third pillar, NOVOMATIC develops **online games** for licensed partners, for example in Great Britain. In order to expand this promising business area, the Group acquired the renowned Austrian online gaming developer Greentube Internet Entertainment Solutions GmbH in 2010. Greentube is a leading provider and operator of online and social gaming services in Europe, the U.S. and Australasia.

To further expand our competencies in the area of lottery technology, the Icelandic **lottery technology provider** Betware was integrated into the NOVOMATIC Group in 2013. Today, this company pursues its activities under the name of NOVOMATIC Lottery Solutions (NLS).

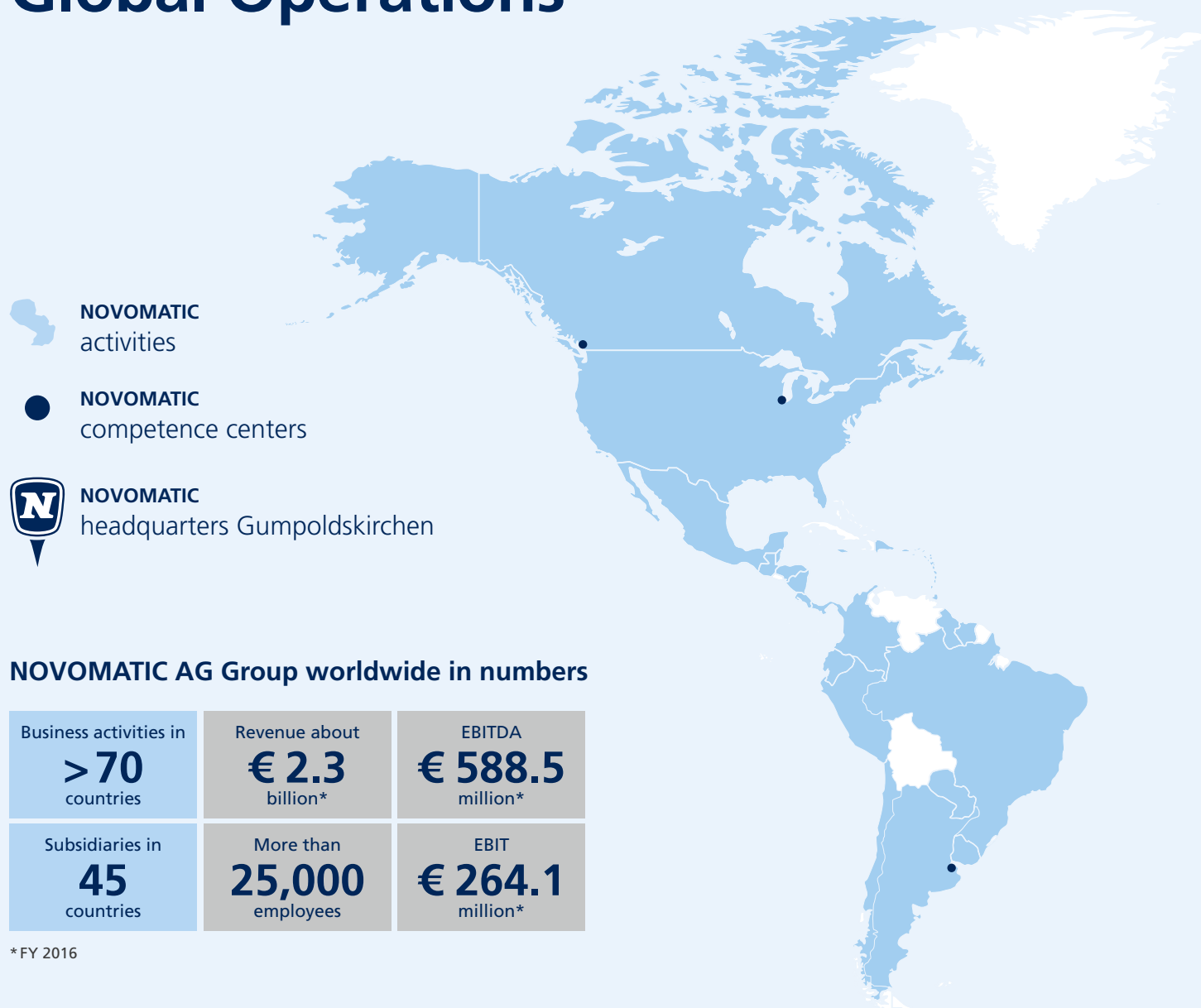
Production
NOVOMATIC's manufacturing subsidiary NOVOMATIC Gaming Industries GmbH (NGI) is one of the world's leading manufacturer of gaming equipment.
NOVOMATIC is the technology leader in the area of server-based gaming and video lottery terminals (VLTs).
The number of NOVOMATIC gaming terminals (rented out and operated in own casinos and electronic casinos) exceeds more than 260,000 units worldwide.

Operations
NOVOMATIC is the European market leader in the operation of electronic casinos.
NOVOMATIC operates approx. 2,100 gaming facilities around the globe.
NOVOMATIC operates the casino with the highest revenues in Germany (Berlin), as well as casinos in Spain (Casino ADMIRAL San Roque), Lithuania (ADMIRAL Casino Vilnius), Macedonia (Casino FlaminGO).
With the ADMIRAL brand, NOVOMATIC is the market leader for sports betting facilities in Austria, operating more than 200 locations.



NOVOMATIC

Global Operations



NOVOMATIC AG Group worldwide in numbers

Business activities in > 70 countries	Revenue about € 2.3 billion*	EBITDA € 588.5 million*
Subsidiaries in 45 countries	More than 25,000 employees	EBIT € 264.1 million*

* FY 2016



Corporate History

Growing Success

ESTABLISHMENT

Founded by Professor Johann F. Graf, Austria

MARKET ENTRY

Central, Eastern and Southern Europe

DEVELOPMENT

Revolutionising the AWP sector: beginning of the development of **multiplayer devices** and launching **interactive multi-games**

ESTABLISHMENT

of **ADMIRAL Casinos & Entertainment AG** in Switzerland and **Advanced Technology Systems International S.A.** in Poland

ACQUISITION

of the majority share in **Astra Games Ltd.**, Great Britain



REVOLUTION

LÖWEN Entertainment GmbH revolutionizes the German gaming market with its new multi-game concept **NOVOLINE**

INAUGURATION

New **NOVOMATIC** HQ in Gumpoldskirchen, Austria

1980

1985

1989

1991

1995

1997

2000

2003

2004

2005

2006

2007

2009

2010

INTERACTIVE REVOLUTION

First **NOVOMATIC** dual screen terminals revolutionize the market

ESTABLISHMENT

of the sports betting company **ADMIRAL Sportwetten GmbH**, Austria
ADMIRAL

INNOVATION

Development of the **Coolfire™** casino hardware platform, presentation of the first multiplayer cabinets and development of **TouchBet®** Live-Roulette

ACQUISITION

LÖWEN Entertainment GmbH, Germany gaming terminal manufacturer



INAUGURATION

CASINO ADMIRAL PRATER, Austria



ACQUISITIONS

Crown Technologies GmbH, Germany, premium gaming terminal manufacturer
Crown Gaming S.A.C., Peru



BONDS

Two corporate bonds with a total volume of EUR 350 million, Austria

MARKET ENTRY

Italy

ONLINE MARKET ENTRY

via acquisition of the **Greentube Group**, Austria



NOVOMATIC GROUP

ACQUISITIONS

Casino Royal GmbH, Germany
Gallardo - Basque Gaming SL, Spain
ATSI S.A., Poland
Fortress Gaming Technologies S.A., Poland
ATT S.A., Poland
NOVO Poland Sp.z.o.o., Poland
MARKET ENTRY
Liechtenstein (Gaming Technology)
INAUGURATION
ADMIRAL Arena Prater, Austria

ACQUISITIONS

BlueBat Games Inc., Canada
AbZorba LLC, USA
Casino Tornado, Lithuania
Österreichische Lotterien GmbH, Austria
Playnation Ltd., Great Britain

MARKET ENTRY

Madrid (operations), Catalonia (lottery)

CORPORATE CREDIT RATING

S&P assigns NOVOMATIC AG an investment grade rating of BBB and a stable outlook

PROMISSORY NOTE BONDS

with a volume of EUR 275 million, Austria

BONDS

Corporate bond with a volume of EUR 250 million, Austria

MARKET ENTRY

Netherlands, Romania (with VLTs)

ACQUISITIONS

Eurocoin Gaming B.V., **JVH exploitatie**, Netherlands
Betware Holding hf., Iceland
Development and sale of state-of-the-art online and mobile lottery solutions as well as gaming platforms

ACQUISITIONS

Spielbank Berlin, Germany



SPIELBANK BERLIN
AM POTSDAMER PLATZ

G. Matica, Italy

2017

2016

2015

2014

2013

2012

2011

ACQUISITIONS

Electronic Systems S.p.A., Italy
MG Gaming S.r.l., Italy
Casinos Austria AG, Austria
Lotaria Kombëtare, Albania
OTIUMGI S.L., Spain
Talarius Ltd., Great Britain



MARKET ENTRY

Tunisia (lottery), France

INAUGURATION

Casino Admiral San Roque, Spain
New Headquarters of **Greentube** and
NOVOMATIC Lottery Solutions in Vienna, Austria

BENCHMARK BOND

Corporate bond with a volume of EUR 500 million, Austria

BRAND REINFORCEMENT

Renaming of Austrian Gaming Industries GmbH into NOVOMATIC Gaming Industries GmbH

Niki Lauda becomes

NOVOMATIC brand ambassador

BOND

Corporate bond with a volume of EUR 200 million, Austria

INAUGURATION

Hotel Casino FlaminGO, Macedonia

ESTABLISHMENT

of **NOVOMATIC Lottery Solutions GmbH**, Austria, Iceland



ACQUISITIONS

Luxury Leisure Ultd., Great Britain, Scotland
GiGames S.L., Spain



Elam Group Electronic Amusement B.V., Netherlands

MARKET ENTRY

Israel, Illinois, Costa Rica, Honduras, Guatemala

ACQUISITION

Substantial assets of the **Danoptra Gaming Group** (Bell-Fruit Group and Gamestec Leisure Ltd.), Great Britain



A Team with Visions

**Owner, Chairman of
the Supervisory Board
and Executive Board**



Prof. Johann F. Graf
Founder and majority shareholder
of the NOVOMATIC Group



Dr. Bernd Oswald
Chairman of the Supervisory Board
of NOVOMATIC AG



Dr. Christian Widhalm
Deputy Chairman
CIO

Thomas Graf
CTO

Peter Stein
CFO

Harald Neumann
Chairman
CEO

Ryszard Presch
COO

The NOVOMATIC Group

Overview

Through its numerous international subsidiaries, the NOVOMATIC Group operates as a full-service provider in all segments of the gaming industry. The spectrum ranges from casino equipment, systems and cash management solutions, to arcade and pub products, sports betting, lotteries, and online, mobile and social gaming offerings.

NOVOMATIC AG*	
NOVOMATIC Gaming Industries GmbH	Astra Games Ltd.
ADMIRAL Casinos & Entertainment AG	Bell-Fruit Group Ltd.
ADMIRAL Sportwetten GmbH	Gamestec Leisure Ltd.
Casinos Austria AG	Luxury Leisure Ultd.
Österreichische Lotterien GmbH	Playnation Ltd.
NOVOMATIC Lottery Solutions GmbH	Talarius Ltd.
Greentube Internet Entertainment Solutions GmbH	Alfor SIA
LÖWEN Entertainment GmbH	NOVOMATIC Netherlands B.V.
Crown Technologies GmbH	NOVOMATIC Gaming Spain S.A.
Extra Games Entertainment GmbH	Admiral Operations Spain S.L.
Spielbank Berlin Gustav Jaenecke GmbH & Co. KG	GiGames S.L.
NOVOMATIC Italia S.p.A.	NOVOMATIC Americas Holdings Inc.
Allstar S.r.l.	Funstage Spielewebseiten Betriebsges.m.b.H.

*excerpt of international subsidiaries



NOVOMATIC
LOTTERY SOLUTIONS

TRY YOUR
LUCK!

8

Innovation Investments in the Future

NOVOMATIC's innovative drive has always been at the core of the company's success. This is why the area of Research & Development plays such an important role within the Group.

The manufacturing subsidiary NOVOMATIC Gaming Industries GmbH (NGI) is one of the world market and technology leaders in the area of high-tech gaming technology. Year after year, the company's investments in the area of Research & Development by far exceed the industry average.

27 technology centers in 15 countries mainly focus on software development and programming. In addition to this, NOVOMATIC cooperates closely with several leading technical universities.

This strategy pays off for the entire Group: NOVOMATIC currently holds more than **4,000 intellectual property rights** including patents, trademarks and designs.

NOVOMATIC is continuously expanding its **competence regarding lottery services**. With this, the company is well-equipped for the future. There is no doubt that NOVOMATIC will continue to have a strong influence on the rapidly advancing technological development within the industry. This is also what our brand ambassador Niki Lauda stands for with his motto: **"NOVOMATIC – Winning Technology"**.

Responsible Entertainment So that Playing remains Entertainment

As an international gaming technology group, NOVOMATIC has been active in an industry which is both technologically demanding and sensitive for more than 35 years. NOVOMATIC is aware of the related responsibility and has therefore developed a comprehensive responsible gaming management system.



At NOVOMATIC, responsible gaming (player protection) is based on three pillars:

Information and counseling – information brochures are made available to our customers at all operating facilities. They have been translated into approx. 15 languages and offer tips on how to responsibly participate in gaming activities. They furthermore include contact addresses for local support and counseling organizations.

Training and further education – all operations employees are constantly trained with regard to addictions and addiction prevention, through an active collaboration with independent addiction experts. In addition, the latest scientific trends are presented to our employees as well as representatives of government authorities and addiction prevention institutions at the NOVOMATIC Responsible Gaming Symposium.

Technical innovation – our operations benefit from our many years of experience and our technical know-how, as well as knowledge of player protection. The ADMIRAL-Card system, which is used throughout Austria and is based on NOVOMATIC's

innovations, has been considered a success model in the area of player protection and prevention.

ADMIRAL-Card

The ADMIRAL-Card is part of a technologically advanced access system that NOVOMATIC uses to offer terrestrial machine gaming in Austria. Here, you can see an overview of the characteristics and benefits offered by the ADMIRAL-Card:



- 1 Data security:** No personal data is stored on the ADMIRAL-Card.
- 2 Personalized:** A photo and printed personal data ensure that the card is not passed on to third parties. Protection against abuse by unauthorized persons via PIN code.
- 3 Contactless key function:** After registration, modern SMART chips allow the ADMIRAL-Card to serve as the key for the turnstile to the machine area.
- 4 Informative:** The ADMIRAL-Card system allows the classification of visiting and gaming behavior, thereby enabling individualized protective measures.
- 5 Networked:** The ADMIRAL-Card can be used across federal states and different segments.

Detailed information is available at:

www.novomatic.com/responsible-gaming

E-mail: responsible.gaming@novomatic.com



Responsible Gaming – for us, not a contradiction in terms



Meeting place: the Novomatic Forum in Vienna

Social Commitment

We Contribute in Shaping the Future

For us, social responsibility does not end with player protection. We apply a broader approach to this term and try to actively shape and strengthen our civil society. That is why NOVOMATIC supports various activities, e.g. in the area of arts and culture, through numerous long-term partnerships. All sponsorships reflect values that are important to NOVOMATIC and actively contribute in promoting them.

Further information on our activities and projects is available at:

www.novomatic.com/cr

E-mail: cr@novomatic.com



The Vienna State Opera, hosted at the Novomatic Forum

Gaming Technology Group with Global Operations **Firmly rooted in Austria**

As one of Austria's most successful companies, NOVOMATIC is a vital contributor to regional and national value creation. Taxes and duties, wages and salaries, as well as payments to suppliers and business partners, strengthen the local economy.

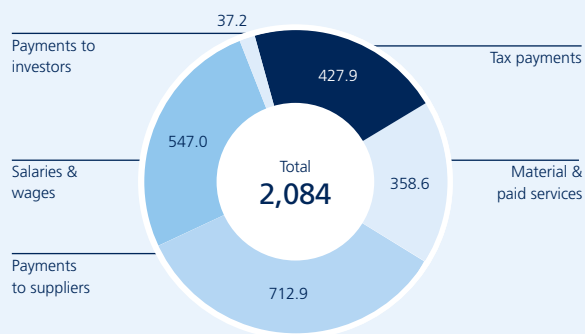
Always having an eye on the area of environmental management is also part of our self-conception as a manufacturing company with an above-average degree of vertical integration. That is why we continuously invest in measures to enhance our resource efficiency.

**Further information on our activities and projects
is available at:**

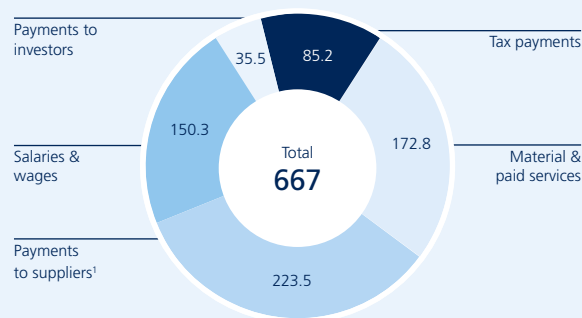
www.novomatic.com/cr

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Cash flows worldwide 2016
in million EUR



Cash flows Austria 2016
in million EUR



¹ This item also includes other non-income-related taxes, fees and other duties (e.g. property taxes, vehicle taxes, rental contract fees, etc.).



Green production at the Gumpoldskirchen headquarters



Brand ambassador Niki Lauda in front of the Gumpoldskirchen headquarters

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Gender-specific terms in this publication shall refer equally
to women and men.

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