

# WINNING TECHNOLOGY

# OUR PATH

# TO SUCCESS

## High-tech in its purest form

The NOVOMATIC Group is one of the largest gaming technology companies in the world and now employs more than 30,000 people. The Group has **locations in more than 50 countries** and exports high-tech gaming equipment to over 70 countries.

NOVOMATIC's competitive advantage results from its **unique combination** of being both an operator of gaming facilities and a producer of gaming equipment. The NOVOMATIC Group operates around 2,100 electronic casinos, casinos and sports betting facilities. The Group furthermore develops and sells technologies, system solutions and services all over the world.



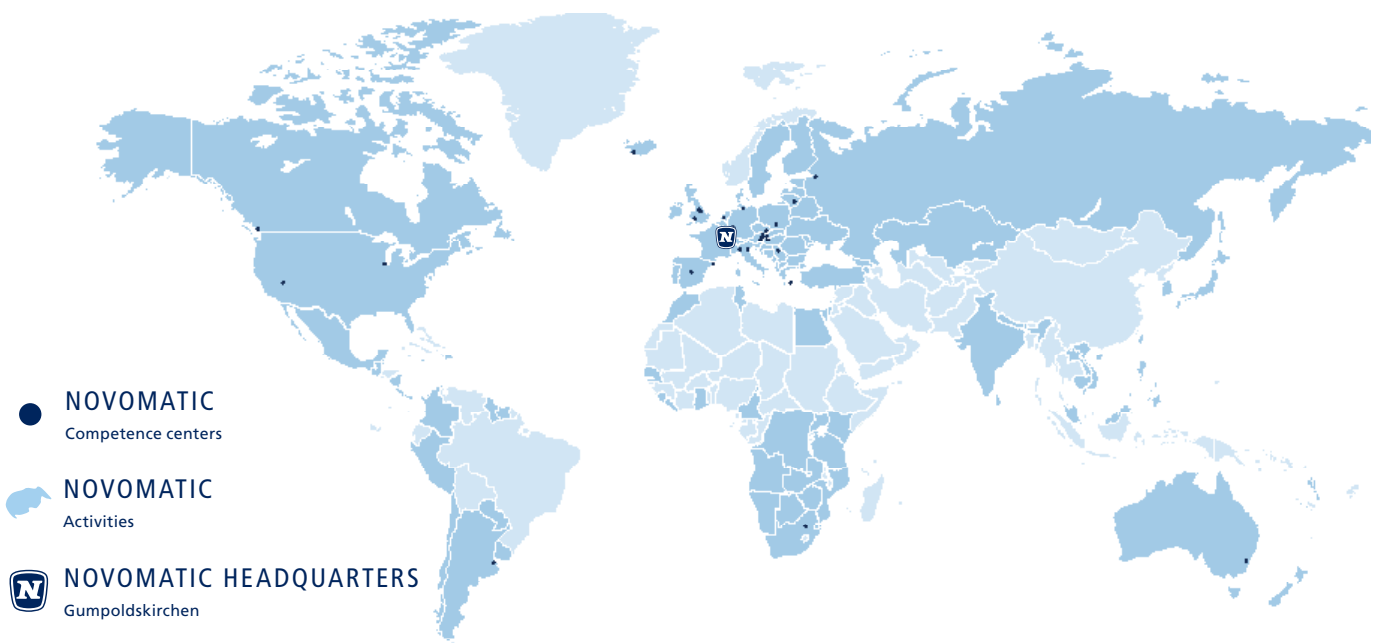
### HIGHLIGHTS 2018/19

- Opening of Casino Admiral, Liechtenstein (Switzerland)
- Opening of Casino Sunborn Admiral, Gibraltar (UK)
- Opening of Casinos in Mecklenburg West-Pommerania (Germany)
- Acquisition of Ainsworth Game Technology Ltd. (Australia)

### SUBSIDIARIES\*

- ADMIRAL Casinos & Entertainment AG
- Greentube Internet Entertainment Solutions GmbH
- LÖWEN ENTERTAINMENT GmbH
- Ainsworth Game Technology Ltd.
- NOVOMATIC UK Ltd.
- NOVOMATIC Gaming Spain S.A.
- NOVOMATIC Italia S.p.A.
- NOVOMATIC Netherlands B.V.

\*Excerpt from about 300 international subsidiaries



## Our expertise for a successful future

NOVOMATIC's success story began in **1980** with its **foundation** by the industrialist **Prof. Johann F. Graf** in Gumpoldskirchen. Today, NOVOMATIC is **one of the world's leading manufacturers** of gaming equipment and the **technology leader** in server-based gaming and video lottery terminals, with a clear market leadership position in, among others, Germany, Great Britain, Italy, Spain, the Netherlands, Austria and CEE/SEE.



A key characteristic of NOVOMATIC is its unique, innovative strength. In order to ensure this, NOVOMATIC gives great importance to research and development. Technology centers in 16 countries and production sites in 12 countries consolidate the Group's pioneering role in the development of **innovative technologies, unique system solutions and promising products** for the online, mobile and social gaming segments.

The NOVOMATIC Group is the European market leader in the operation of electronic casinos and was able to increase the number of operated and leased gaming terminals to around 255,000 units in the 2018 fiscal year. With an exceptionally high degree of vertical integration of 90 percent and approximately 4,800 registered IP trademarks, NOVOMATIC guarantees the utmost product quality.

## Practiced responsibility in the core business

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

The strategic fields of action comprise: "Responsible Entertainment", "Always Compliant", "Enjoy Working with Us", "Going Green" and "Active in the Community". NOVOMATIC always adheres to the guiding principle of "Winning Responsibly", because only the assumption of responsibility ensures long-term business success. The related **vision** is to be **the most innovative and responsible provider of "responsible entertainment" in the world**.

As a leading European company, NOVOMATIC also lives up to its social commitment. For this reason, the company supports selected institutions and projects in the fields of sports, culture, social affairs and education. By doing so, NOVOMATIC **contributes to positive social development** and creates added value for the communities in which the company operates.

Since the beginning of 2014, three-time Formula 1 champion **Niki Lauda** has been NOVOMATIC's international brand ambassador and since April 2019 **David Hasselhoff** has been our new ADMIRAL brand ambassador in Austria.

### NOVOMATIC AG



### NOVOMATIC GROUP\*



\*The NOVOMATIC Group includes NOVOMATIC AG Group, Novo Invest GmbH and the Swiss company NOVO SWISS AG.