

THE WORLD OF



NOVOMATIC



**NOVOMATIC Headquarters** | Gumpoldskirchen



# WINNING TECHNOLOGY

# OUR MISSION

**When it comes to earning the trust of our customers, partners and employees, we have been doing everything in our power for nearly 40 years.**

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

All companies in the Group are characterized by a high level of social responsibility and are therefore only active in markets with clearly defined legal frameworks. To date, industrial know-how has helped NOVOMATIC to obtain around 4,800 registered IP rights and form a stable basis for the "WINNING TECHNOLOGY" promise.

# A CLAIM TO INNOVATION

# OUR SUCCESS

# STORY



**As Europe's largest high-tech gaming technology group, we can look back on nearly 40 years of success.**

NOVOMATIC Automatenhandels GmbH was founded by the industrialist Prof. Johann F. Graf in Gumpoldskirchen in 1980. It was then that Professor Graf formulated a philosophy that is still valid today: "A special product, manufactured to the highest quality and paired with the greatest possible user-friendliness, will be successful." Looking ahead, he realized that there was enormous potential in switching from electromechanics to electronics. With the production of the first in-house slot machine, the Admiral 3000, an innovative basis was created on which one of the world's most successful gaming technology groups could develop: NOVOMATIC.

1980

#### ESTABLISHMENT

Founded by Professor Johann F. Graf, Austria

1985

#### INTERACTIVE REVOLUTION

First NOVOMATIC dual screen terminals revolutionize the market

1989

#### MARKET ENTRY

Central, Eastern and Southern Europe

**ACQUISITION**  
Astra Games Ltd.,  
United Kingdom



2004

2005

**INAUGURATION**  
Casino ADMIRAL Prater,  
Austria



**ACQUISITION**  
LÖWEN Entertainment GmbH,  
Gaming terminal manufacturer,  
Germany



2003

2006

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



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

**ADMIRAL**

2000

2007

**ACQUISITION**  
Crown Technologies GmbH,  
Premium gaming terminal  
manufacturer, Germany  
Crown Gaming S.A.C., Peru



**INNOVATION**  
Development of the Coolfire™  
casino hardware platform,  
presentation of the first  
multiplayer machines, and  
roulette automation through  
the development of  
TouchBet® Roulette



1997

2009

**INAUGURATION**  
New NOVOMATIC HQ  
in Gumpoldskirchen, Austria



**DEVELOPMENT**  
Revolutionary development  
of the AWP sector:  
market launch of  
interactive multi-games and  
development of the first  
multiplayer machines



1995

2010

**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



**ESTABLISHMENT**  
ADMIRAL Sportwetten GmbH,  
Austria



1991

**NIKI LAUDA**

becomes the NOVOMATIC brand ambassador

**BOND**

Corporate bond with a volume of EUR 200 million, Austria

**INAUGURATION**

Hotel Casino FlaminGO, Macedonia

**ACQUISITIONS**

Luxury Leisure Ultd., United Kingdom, Scotland  
GiGames S.L., Spain



Elam Group Electronic Amusement B.V., Netherlands

**MARKET ENTRY**

Israel, Illinois, Costa Rica, Honduras, Guatemala

**BOND**

Corporate bond with a volume of EUR 250 million, Austria

**MARKET ENTRY**

Netherlands, Romania (with VLTs), Eurocoin Gaming B. V., JVH exploitatie, Netherlands Betware Holding hf., Iceland



**ACQUISITION**

Substantial assets from the Danoptra Gaming Group (Bell-Fruit Group and Gamestec Leisure Ltd.), United Kingdom



**ESTABLISHMENT**

NOVOMATIC Americas Holding Inc., USA

**ACQUISITION**

Spielbank Berlin, Germany



2014

2015

2013

2016

2012

2017

**ACQUISITIONS**

BlueBat Games Inc., Canada



AbZorba LLC, USA  
Casino Tornado, Lithuania  
Österreichische Lotterien GmbH, Austria  
Playnation Ltd., United Kingdom

**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

**ACQUISITIONS**

Electronic Systems S.p.A, Italy  
MG Gaming S.r.l., Italy  
Casinos Austria AG, Austria  
Lotaria Kombëtare, Albania  
OTIUMGI S.L., Spain  
Talarium Ltd., United Kingdom



**MARKET ENTRY**

Tunisia (lottery), France

**INAUGURATION**

Casino Admiral San Roque, Spain  
New headquarters for Greentube, Austria

**BENCHMARK BONDS**

Eurobond with a volume of EUR 500 million, Austria

**ACQUISITIONS**

Casino Royal GmbH, Germany



Basque Gaming S.L., Spain  
NOVOMATIC Technologies Poland S.A., Poland  
ATT S.A., Poland

**MARKET ENTRY**

Liechtenstein

**INAUGURATION**

ADMIRAL Arena Prater, Austria



**ESTABLISHMENT**

Greentube USA LLC, USA

**DAVID HASSELHOFF**

becomes the ADMIRAL brand ambassador, Austria

**ADMIRAL**



**ACQUISITION**

Ainsworth Game Technology Ltd., Australia



**INAUGURATION**

Casinos  
Mecklenburg-Vorpommern, Germany  
Casino Admiral, Liechtenstein  
Casino Sunborn Admiral, Gibraltar

**MARKET ENTRY**

Moldova

**BRAND ENFORCEMENT**

Merger of NOVOMATIC Gaming Industries GmbH into NOVOMATIC AG



# 365 DAYS NOVOMATIC OUR HIGHLIGHTS 2018

As a globally operating full-service provider with operations in all important gaming markets, NOVOMATIC covers all segments of the gaming industry. As a result, the Group can look back on 2018 as the best financial year in company history.

## January 5



### Majority stake in Ainsworth gets a green light

NOVOMATIC reached an important milestone for guaranteeing international growth rates in the USA when approval was received to take over a majority stake, 52.2 percent, of Ainsworth Game Technology Ltd. (AGT). The AGT shares purchase, at over EUR 300 million, is the largest investment made in Australia by an Austrian company to date. Ainsworth is a publicly traded Australian company with headquarters in Newington, Sydney, as well as locations in both North and South America.

## February 8



### Record appearance at ICE Totally Gaming

25 group companies presented the comprehensive NOVOMATIC Group product portfolio from 6 to 8 February 2018 in an area encompassing around 4,700 m<sup>2</sup> at the ICE

(International Casino Exhibition) Totally Gaming in London. On offer at the NOVOMATIC exhibition stand were products ranging from high-tech casino equipment, systems and cash management solutions to arcade and pub products, as well as sports betting and online, mobile and social gaming.

## February 13



### Global Gaming Awards: "Casino Supplier of the Year"

NOVOMATIC was declared "Casino Supplier of the Year" for its services as an innovative, internationally reliable technology supplier. The prizes for 16 categories were selected by 50 members of an expert jury. The jury selected the winner from a total of 185 candidates. This award is one of the most notable in the gaming industry, as every vote is audited and assigned by KPMG, the world's largest auditing company.

## June 22



### NOVOMATIC wins WKO Export Prize

The WKO (Austrian Economic Chamber) awarded NOVOMATIC gold in the category of tourism and leisure industries. As an internationally active gaming technology group, this prize represents important recognition for NOVOMATIC's international engagement and proves that the company, with an export rate of around 97 percent to more than 70 countries, plays a decisive role in Austria's economic success.

## August 3

### NOVOCompany Day: Focus on Health

Safety, sustainability and wellness were the focus of the first NOVOCompany Day at the NOVOMATIC headquarters in Gumpoldskirchen. Around 330 participants were able to complete a varied program presented at a total of 20 different stations. For example, employees could refresh their first aid skills, learn how to properly use a fire extinguisher or test out e-bikes. Not only that, a variety of lectures and presentations provided educational information on health and nutrition.

## September 20



### Study proves: NOVOMATIC is a driving force for Austria's economy

A study carried out by the Economica Institut für Wirtschaftsforschung proved that NOVOMATIC is a driving force for Austria's economy. NOVOMATIC generates a gross production value (the value of all goods and services in the production process) of EUR 1.3 billion. This means that every 94<sup>th</sup> euro in Lower Austria and every 238<sup>th</sup> euro in Vienna is earned by NOVOMATIC. In addition, every job at NOVOMATIC is connected to two additional jobs outside the Group.

## November 20

Standard & Poor's Rating  
Confirmed BBB- with a stable  
outlook



In November, the international rating agency Standard & Poor's confirmed the rating BBB-/A-3 with a stable outlook. This puts NOVOMATIC at the top of the industry. The leading Austrian company profits from its strong presence within Europe, its strategic orientation as a producer and operator of gaming devices and its indebtedness, which is low compared to that of its competition.

## November 23



### Stakeholder Forum: Corporate Responsibility

NOVOMATIC and ADMIRAL invited more than 250 stakeholders to a podium discussion at the Novomatic Forum to examine the tension between corporate, personal and social responsibility in the industry. The 7<sup>th</sup> NOVOMATIC and ADMIRAL Stakeholder Forum was dedicated to corporate responsibility and environmental sustainability. With lectures and a podium discussion featuring highly qualified experts, the meeting fostered a constructive dialog between various stakeholders regarding previous and current developments in the area of corporate responsibility.



**Harald Neumann** | Chief Executive Officer

# BECOMING A GLOBAL PLAYER WITH PASSION

## OUR VISION

**In addition to continuous product innovation, we will also focus, in the future, on even more intensive diversification of our areas of business, as well as increasing synergies between companies of the NOVOMATIC Group.**

**Dear Ladies and Gentlemen,**

As a globally operating full-service provider, NOVOMATIC pursues a strategy of covering all segments of the gaming industry. The Group is focused on continuous, controlled and sustainable growth but also continues to evaluate the potential to maintain and further expand its market leadership.

NOVOMATIC's fundamental policy will always ensure that the Group will only offer its products and gaming facilities in regulated markets and market segments with clear regulatory and legal frameworks. As such, the technology group will also focus in the future on expanding its market position, in particular in the USA, Australia, Asia and South America.

The Group plans to intensify its involvement in the USA, both in sports betting – following on from liberalization – and in the gaming sector.

High potential in the consolidation started in 2018, with the aim of achieving the greatest possible synergy between the company's various holdings. After rapid growth over the last few years, in particular through the

acquisition of other companies, NOVOMATIC will continue to optimize internal processes and structures at an international level.

The acquisition of a majority stake in the Australian company Ainsworth Game Technology Ltd. (incidentally the largest investment ever made by an Austrian company in Australia) offers an important lever for the development of the American markets. With the announcement of Lawrence Levy (ex Vice President of Global Sales of NOVOMATIC) we are convinced that Lawrence will lead the company back to its path of success of the past.

With this outlook, I wish you a successful and exciting business year and much pleasure in reading on.

Kind regards,



**Harald Neumann**

Chief Executive Officer, NOVOMATIC AG

● NOVOMATIC  
Competence centers

● NOVOMATIC  
Activities

■ NOVOMATIC HEADQUARTERS  
Gumpoldskirchen



# NEW MARKETS, NEW POSSIBILITIES OUR WORLD



REVENUES\*  
**€ 5,0 billion**  
in 2018

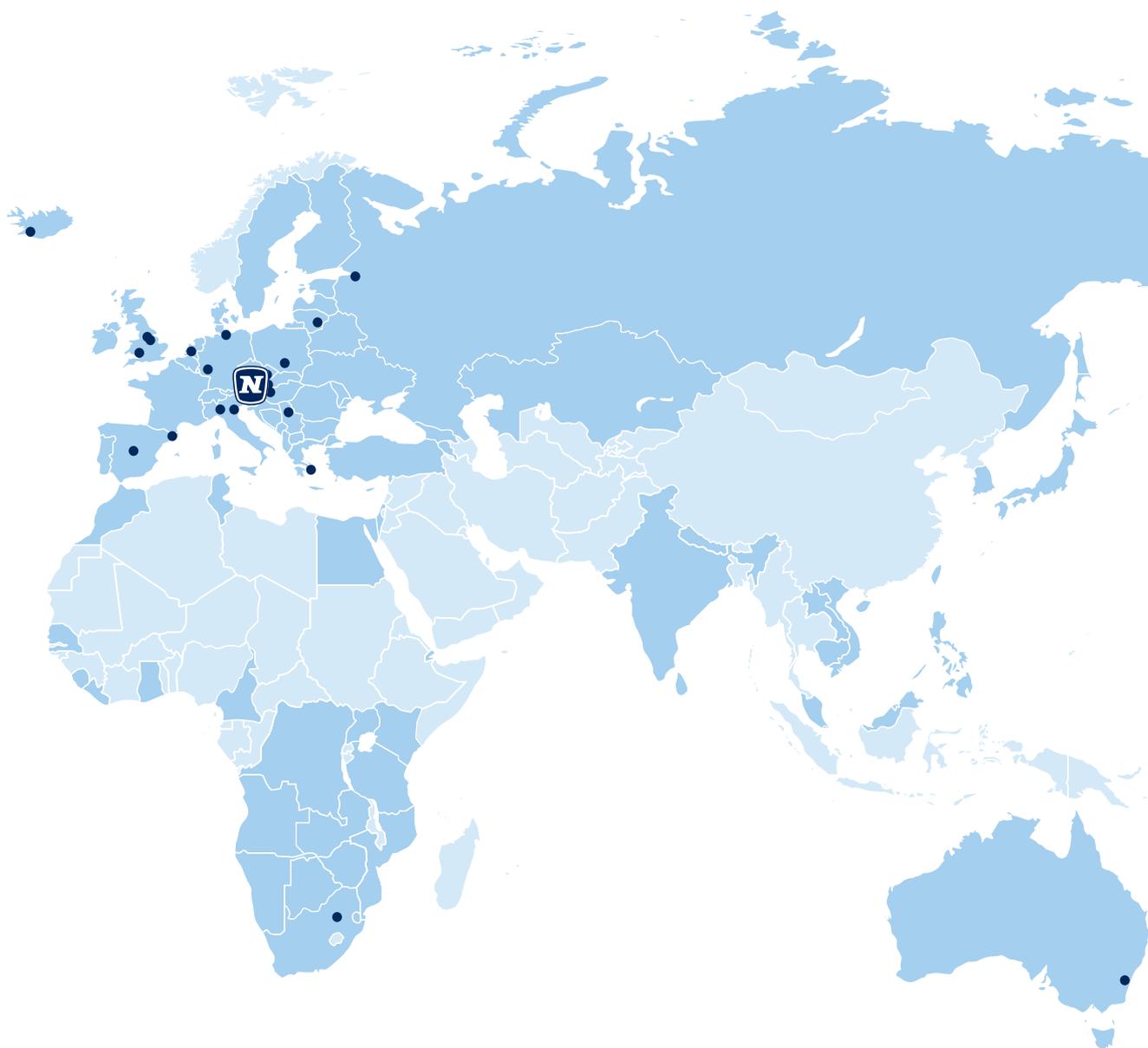


OPERATIONS  
**~2,100**  
own gaming facilities  
around the world



ACTIVITIES  
**>70**  
countries

\* accumulated revenues of NOVOMATIC AG Group, Novo Invest GmbH and NOVO SWISS AG including VLT- and betting payouts.



EMPLOYEES  
**>30,000**  
worldwide



COMPANIES  
**~300**  
international subsidiaries



EXPORT RATE  
**~97%**  
sales in foreign markets

Disclaimer: the information in this document is non-binding. Past performance is no indication of future developments.  
As of: May 2019



ICE Totally Gaming 2019 | London



**Prof. Johann F. Graf**  
Founder and  
Majority Shareholder



# REALIZING VISIONS TOGETHER OUR TEAM

**Supervisory Board of  
NOVOMATIC AG**

*From left to right*  
Dr. Bernd Oswald  
Barbara Feldmann  
Martina Flitsch  
Martina Kurz  
Dr. Robert Hofians





**Harald Neumann**  
Chief Executive Officer



**Thomas Graf**  
Chief Technology Officer



**Dr. Christian Widhalm**  
Deputy Chairman  
Chief Investment Officer



**Ryszard Presch**  
Chief Operating Officer



**Peter Stein**  
Chief Financial Officer



**Bartholomäus Czapkiewicz**  
Chief Systems Development Officer

# 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. Ours is based not only on serving part of the gaming industry, but also on acting as a competent and reliable full-service provider in all segments of this sector.**

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

360-degree portfolio for all sales channels. NOVOMATIC also operates around 2,100 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 more than 2,100 gaming facilities worldwide
- ADMIRAL: market leader with betting outlets in Austria

## TECHNOLOGY

- Technology leader for server-based gaming and Video Lottery Terminals (VLTs)
- NOVOMATIC is the world's leading manufacturer of gaming equipment
- About 255,000 NOVOMATIC gaming terminals in operation around the world



**Strategy for success:**  
NOVOMATIC is the largest gaming technology group in Europe today.





**NOVOMATIC**  
is one of the world market leaders in the field  
of high-tech gaming technology.



## HIGH-TECH AND PEAK PERFORMANCE

# OUR INNOVATIONS

**Only those who always have new ideas can stay at the top. This is why the area of Research & Development plays such an important role within our group of companies.**

The NOVOMATIC Group 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 16 production sites in 12 countries. NOVOMATIC also operates 29 technology centers in 16 countries, which also cooperate with leading technical universities. As such, the Group currently holds approximately 4,800 intellectual property rights such as patents, trademarks and designs.

# THE BASIS OF OUR SUCCESS

# OUR EMPLOYEES



The professional fields at NOVOMATIC range from research, development and production to services in casino, business management agendas and tasks in the IT sector. We are 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 the best.recruiter quality seal 2018/19.**



**MOST VALUABLE ASSETS**



**WOMEN IN  
WORKFORCE**  
**54%**  
in all areas



**EMPLOYEES**  
**23,495**  
active worldwide



**EXPERIENCE**  
**7 years**  
average period of  
employment

Disclaimer: data for NOVOMATIC AG  
As of: May 2019



Spielbank Berlin | Germany



# THE BIG PICTURE AT A GLANCE

# OUR COMMITMENT

**For us, success means sharing it. That is why we attach great importance to partnerships with initiatives and institutions in a diverse range of sectors. In sports, art, and culture as well as in business, we focus on the long-term nature and transparency of our relationship with our sponsoring partners.**

NOVOMATIC attaches great importance to an open exchange between economy and society, which is why NOVOMATIC supports numerous institutions and associations such as the Vienna Economic Forum.

NOVOMATIC also has an interest in the support of art and culture, with a focus on support for regional development and international networking. NOVOMATIC is for example active in the field of sports and is proud of its long-standing partnerships with numerous Austrian sports associations, both in competitive and popular sports.



Weltmuseum | Vienna

**Social commitment** through partnerships, support, donations and with the help of the energy, know-how and time of our employees.



# PRACTICED RESPONSIBILITY

# OUR PLAYER PROTECTION



**Enjoyment of the game and responsible use of gaming services are not contradictions. Responsible Entertainment is a core issue when it comes to NOVOMATIC's „license to operate“ and forms the foundation for all current and future business success.**

At NOVOMATIC, Responsible Entertainment covers measures for addiction prevention in the gaming segment, but also includes measures in the sports betting and online gaming segments. The company is aware of the requirements and expectations of the authorities, customers, business partners and other stakeholders and therefore plays a pioneering role in player protection at an international level. Responsible Entertainment is a key element in the responsible implementation of business activities at NOVOMATIC.

NOVOMATIC ensures the best possible player protection using its technical expertise, many years of international experience and by working together with experts and leading institutions in the field.

This makes it possible for NOVOMATIC to quickly incorporate the latest research results into existing Responsible Gaming concepts.

The company implements extensive measures in player protection - even beyond legal requirements. By using biometric data in the gaming industry, NOVOMATIC is setting new trends in customer convenience and the prevention of gaming addiction. The patented technology is already being used on gaming machines in Europe. NOVOMATIC is thus one of the first gaming technology groups worldwide to have created the technical prerequisites for introducing a biometric-based access and payment system.

### ADMIRAL CARD

- Implemented throughout Austria
- Allows access to electronic casinos and activation of the gaming terminal
- Best youth protection: issue of the card only from 18 years and only with registration
- Exemplary player protection: PIN-secured and with self-selected monetary and time restrictions



# CONTACT AND IMPRINT

## NOVOMATIC AG

+43 2252 606 0

communications@novomatic.com

## DESIGN

Kobza and the Hungry Eyes GmbH (KTHE)

## IMPRINT

### **Owner, editor and publisher:**

NOVOMATIC AG

Wiener Strasse 158, 2352 Gumpoldskirchen

Commercial register number: FN69548b

+43 2252 606 0

www.novomatic.com

All passages refer equally to members  
of both genders.

## PHOTOS

Michael Königshofer, MXR, Stefan Ellerich,  
Joachim Haslinger, Sonja Kadlec, Sebastian Philipp,  
360perspektiven.at, Krischanz & Zeiller, KTHE,  
Thomas Meyer, Jürgen Knoth, Stefanie Steindl,  
Honza Klein/Spielbank Berlin, Pedro Jaen,  
NOVOMATIC, Ana Villapano

## DISCLAIMER

The information contained in this document is not binding. No liability shall be assumed for its correctness, accuracy, and completeness. Past performance is no indication of future developments. The information and details contained in this document are solely for marketing purposes and should not serve as a basis for making a decision.

Date: August 2019



[www.novomatic.com](http://www.novomatic.com)

