

## NOVOMATIC scores highest brand value increase in 2023

*NOVOMATIC ranks second among the country's most valuable brand companies in the current Austrian Brand Value Study of the European Brand Institute (EBI) and also achieves an excellent 4<sup>th</sup> place in the Sustainable Brand Ranking with an AAA rating.*

**Gumpoldskirchen, June 28<sup>th</sup>, 2023** – Evaluated on the basis of the criteria brand strength, trend development, brand potential and revenue, NOVOMATIC was ranked second among the ten most valuable brand companies in Austria for the fourth time in a row in this year's ranking by the European Brand Institute. It is especially positive that NOVOMATIC, with a brand value increase of +13.6%, was able to record the largest increase within one year among the top 10 most valuable brands in Austria.

With around 23,900 employees worldwide and activities in more than 100 countries, Europe's leading gaming technology group was able to increase its brand value to EUR 3.446 billion. Only Red Bull ranks ahead of the gaming technology group in Lower Austria in the country's top brands. The reasons for this outstanding rating are in particular the continuous growth, the significant increase in revenue and the great commitment to sustainability with the implementation of a comprehensive corporate responsibility and ESG program. In addition, the European Brand Institute surveyed the contribution of brand companies to sustainable development in Austria as part of its Sustainable Brand Rating. NOVOMATIC takes an excellent 4<sup>th</sup> place in this with an AAA rating.

“The excellent rankings in both the brand value and the sustainable brand ranking once again prove the success of our sustainable corporate strategy, according to which success can only be achieved by embracing our responsibility. Sustainable brands create trust and are an important basis for our business success against the background of the increasing importance of the sustainability dimension”, emphasizes NOVOMATIC Executive Board Member Johannes Gratzl.

Based on the annually published ranking of the “trend-TOP500 most profitable Austrian companies” by the business magazine Trend, the Austrian Brand Value Study evaluated the nationwide top 10 companies for the 20th time. The ranking for the year 2023 included a total of 180 Austrian brand companies from 16 industry segments, which are over 45 percent Austrian-owned and whose brand value is evaluated according to the current international standards ISO 10668 and ÖNORM A 6800.

## **About NOVOMATIC**

*The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 23,900 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to about 100 countries and has locations in about 50 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its about 2,100 plus gaming operations as well as via rental concepts.*

*Through its numerous international subsidiaries, the NOVOMATIC AG 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 gaming and social gaming solutions as well as sports betting as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at [www.novomatic.com](http://www.novomatic.com)*

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