

NOVOMATIC AG COMPANY REPORT 2024

ENGLISH





NOVOMATIC-Headquarters
Gumpoldskirchen

NOVOMATIC AG COMPANY REPORT 2024

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SUCCESS

SUCCESS
NOVOMATIC
AT A GLANCE

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Facts & Figures 2024
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FACTS & FIGURES 2024

In almost 45 years of company history, the NOVOMATIC AG Group has established itself as one of the top players in the gaming industry worldwide and is now the undisputed number one for innovative gaming technology in Europe – a success based on pioneering spirit, technological excellence, unrivaled quality and constant further development.

Employees
around the world

>26,200

Employees
in Austria

~3,200

Women
in the Workforce
in percent

52

Nationalities
in Austria

>70

Training Days

54,000

Export Rate of
NOVOMATIC AG
in percent

99

EUR
Revenues

~3.5 bn



OUR HIGHLIGHTS IN 2024

The NOVOMATIC AG Group can look back on a successful year in 2024, in which the international growth strategy was consistently and successfully continued. Targeted investments in innovative product developments and state-of-the-art technologies have further improved product quality and significantly increased international demand. NOVOMATIC's strong position was also impressively confirmed by numerous awards for both its pioneering technologies and as an attractive and responsible employer.



February 6 to 8

NOVOMATIC wows at ICE in London

With innovative products and cutting-edge technologies, NOVOMATIC set new standards for the gaming industry at the largest stand at ICE, Europe's most important gaming exhibition. The company presented land-based casino products, including the latest cabinets for the casino, VLT and AWP markets, highly developed casino management systems with biometric access and player tracking technologies, secure cash handling devices, as well as innovative sports betting products and online gaming solutions.



June 28

NOVOMATIC achieves the greatest increase in brand value

In the latest Austrian brand value study by the European Brand Institute (EBI), NOVOMATIC once again ranks second among the country's most valuable brand companies, with a brand value of around 3.7 billion euros. For the fourth time in a row, NOVOMATIC has been ranked among the top 10 based on the criteria of brand strength, trend development, brand potential and revenues. Mention should be made of the increase in brand value of +13.6 percent, which represents the highest growth within a year.



July 1

75 years of LÖWEN ENTERTAINMENT

LÖWEN ENTERTAINMENT celebrated its 75th anniversary as one of the leading companies in the German gaming market. Since its foundation in 1949, the company has set new standards with innovative gaming machines and darts products, among other innovations. The acquisition by NOVOMATIC in 2003 marked the beginning of a new era for LÖWEN ENTERTAINMENT. It brought groundbreaking expertise in the field of gaming technology and laid the foundation for the company's sustainable economic success.



October 8 to 10

Successful G2E trade fair in Las Vegas

At the Global Gaming Expo (G2E) 2024 in Las Vegas, NOVOMATIC impressed with an extraordinary trade fair appearance. The stand was transformed into a vibrant street art experience that attracted attention with interactive elements such as impressive murals. The focus was on groundbreaking product launches, above all the new V.I.P. X™ cabinet series, which proved to be a real crowd-puller and impressively demonstrated NOVOMATIC's innovative strength.



October 23

Recipient of the Brand Life Award

Prof. Johann F. Graf, founder of NOVOMATIC, and with him the entire group of companies, have been honored with the renowned BRAND LIFE AWARD for two decades of brand excellence. With his entrepreneurial vision, the pioneer of the entertainment industry has created a leading international company that offers secure jobs to tens of thousands of employees and is successfully active in about 130 countries.



October 24

NOVOMATIC opens the Group's largest PV installation

With the construction of the largest photovoltaic system in the Group, NOVOMATIC is sending a signal in favor of sustainability. More than 4,600 solar panels over 20,000 square meters of roof space at the headquarters in Lower Austria meet a significant portion of the annual energy needs. This corresponds to a CO₂ saving of over 1,100 tons per year. Internationally, subsidiaries in Germany, Italy, Spain and Australia are already using renewable energy from their own PV systems.



December 5

G4 re-certification for pioneering role in global player protection

The recertification by the internationally recognized Global Gambling Guidance Group (G4) for responsible gaming underscores the deeply rooted sense of responsibility and the company's commitment to responsible gaming, which goes far beyond what is required by law. With certified locations in several core European markets – including Austria, Germany, the United Kingdom, Spain, Italy and the Netherlands – NOVOMATIC demonstrates the sustainable global focus of its gaming technologies.

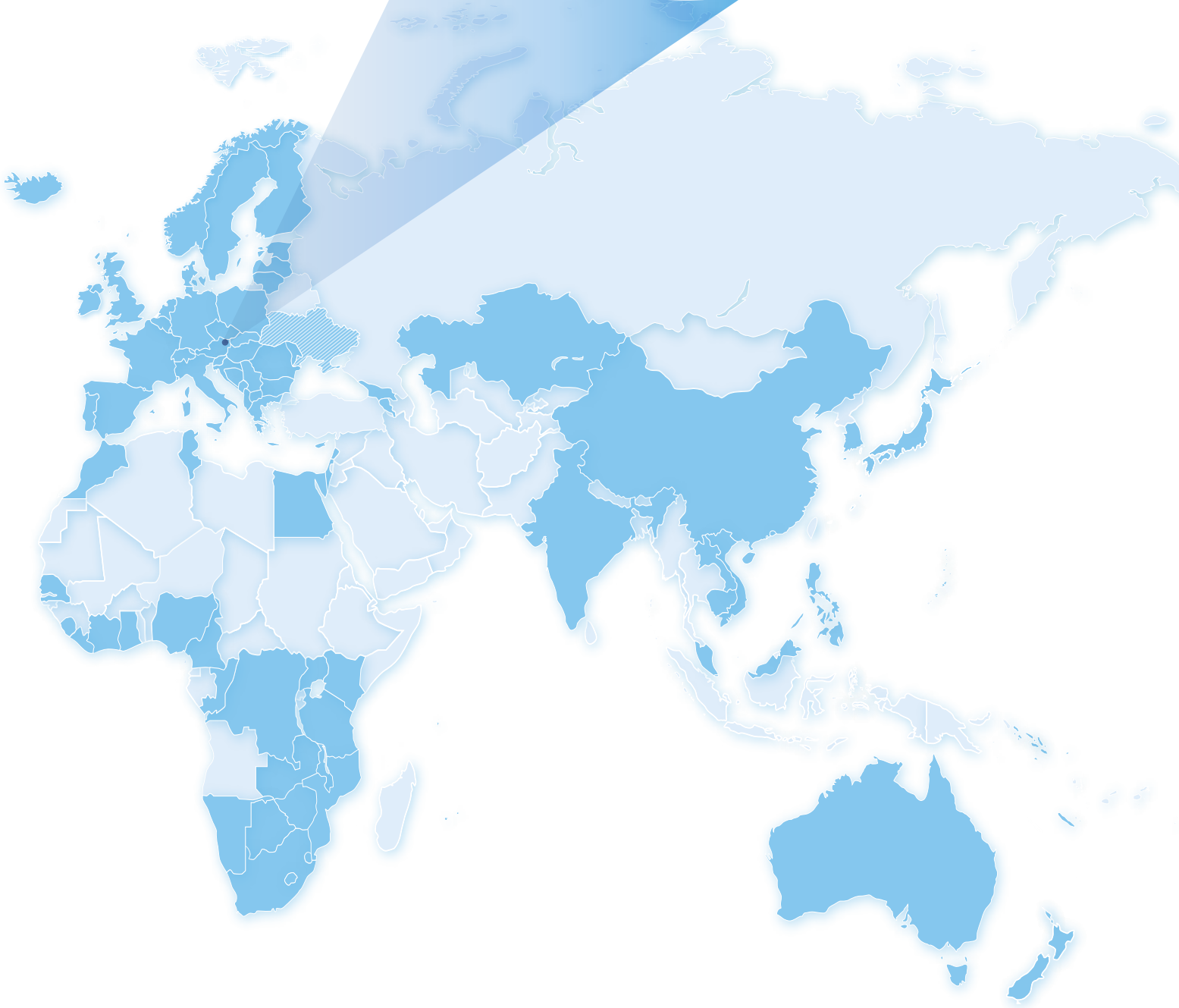
WORLDWIDE ACTIVITIES



ACTIVITIES



HEADQUARTERS
Gumpoldskirchen



GROWTH OF THE NOVOMATIC AG GROUP

For almost 45 years, the NOVOMATIC AG Group has been growing with innovation and vision – today, more than 26,200 employees worldwide shape the success of the company.

1980

ESTABLISHMENT

NOVOMATIC Automatenhandelsgesellschaft m.b.H.
by Prof. Johann F. Graf, Austria

Production of the first "ADMIRAL" gaming terminals

ALL EVENTS to 2019 can be found in detail on our website:

www.novomatic.com/history



2020

ANNIVERSARY

NOVOMATIC celebrates its 40th company anniversary

INAUGURATION

Spielbank Rostock, Germany

LICENSE

ADMIRAL Sportwetten GmbH receives sports betting license in Germany

2021

ESTABLISHMENTS

Greentube Netherlands B.V., Netherlands
 NOVOMATICCUADOR S.A.S., Ecuador
 ADMIRAL GAMING/ONLINE/GASTRO UKR TOV, Ukraine
 Greentube Luxembourg S.à r.l., Luxembourg
 ADMIRALBET SPAIN S.A., Spain

INAUGURATION

Casino ADMIRAL Helmond, Netherlands

ACQUISITIONS

ZBET.RS d.o.o., Serbia
 ADRIA GAMING d.o.o. Beograd, Serbia
 ADMIRAL Extremadura S.L., Spain
 Amutron Automaten B.V., Netherlands

2022

ACQUISITIONS

HBG Group, Italy
 Grand Casino d.o.o., Serbia

TECHNOLOGY PARTNERSHIP

Casino Campione, Italy

INAUGURATION

New Showroom Headquarters, Austria

BRAND AMBASSADOR

Ilie Nastase becomes ADMIRAL brand ambassador, Romania

ESTABLISHMENT

Ski Challenge GmbH, Austria

2023

INAUGURATION

Reopening Spielbank Berlin, Germany

ACQUISITIONS

Alteatec Group, Malta
 Ineor d.o.o., Slovenia

2024

INAUGURATION

Grand Casino ADMIRAL in Skopje, North Macedonia

ESTABLISHMENTS

ADMIRALBET CASTILLA Y LEON S.A., Spain
 ADMIRALBET VALENCIA S.A., Spain
 ADMIRALBET ONLINE EOOD, Bulgaria

ACQUISITION

Spati S.r.l., Italy

ANNIVERSARY

LÖWEN Entertainment celebrates its 75th anniversary, Germany



FOREWORD BY THE FOUNDER

Dear Ladies and Gentlemen,

The 44th fiscal year since NOVOMATIC was founded has not only met our expectations, but has even clearly exceeded them despite a challenging economic environment: Group revenue increased by 6.3% to reach the highest level in the Group's history. It is particularly noteworthy that this growth was achieved in all regions. Leading the way, gaming operations performed particularly well and contributed the highest growth to this success. But the area of gaming technology also achieved good results.

Allow me to take a moment to look back: I founded NOVOMATIC in 1980 with a handful of colleagues. Today, at the start of our 45th anniversary year, we are one of the world's leading gaming groups with a presence in 130 countries and the clear number one in Europe.

Encouragingly, even difficult economic times have not been able to stop our unprecedented success. By taking early action to optimize costs and increase efficiency, we have been able to successfully overcome the challenges of recent years. I would like to express my particular thanks to the members of the NOVOMATIC AG Group's Executive Board, the management and, of course, to each and every employee who has contributed to the successful positioning of our group of companies for the future in recent years.

Our incredible success story is built on solid foundations: our customers and guests who have placed their trust and loyalty in our Group for so many decades. I am also convinced that

our potential for success is far from exhausted. As a leading developer of gaming technology and provider of high-quality gaming and sports betting services in the premium segment of the entertainment industry, we will continue to ensure satisfied customers and guests with our technological edge, first-class service and our clear commitment to quality, creativity and innovation.

I look to the future with confidence, knowing that we will overcome any challenge, no matter how great, driven by our legendary NOVOMATIC spirit. Ever since NOVOMATIC was founded, I have always put people first – their dedication and passion are the key to our success.

That is why the well-being of our now more than 26,200 employees worldwide is always more important to me than merely maximizing profits. Because they all, every single member of the ever-growing NOVOMATIC family, show every day with their knowledge, skills and dedication what they are: our most valuable asset.

Prof. Johann F. Graf
Founder



FOREWORD BY THE EXECUTIVE BOARD

Dear Ladies and Gentlemen,

The 2024 fiscal year continued to be challenging for the global economy due to inflation, interest rates and energy costs. Nevertheless, NOVOMATIC was able to successfully continue its international growth strategy with targeted investments in innovative technologies and strategic expansion steps. The high quality of the products and their outstanding performance in the markets were the main reasons for the positive business development.

This pleasing development is clearly reflected in the business figures: In the 2024 reporting year, Group revenue rose by EUR 205.3 million (+6.3 percent) to a total of EUR 3,453.4 million – the highest figure in the company's history. In particular, the area of gaming operations, the operation of casinos, slot arcades and betting businesses, recorded significant growth. However, the Gaming Technology segment, which covers the development, production, leasing and sale of gaming equipment, also recorded stable development. The NOVOMATIC AG Group recorded the strongest revenue growth in the United Kingdom, where continuous expansion – particularly through the opening of new gaming facilities and strategic company acquisitions – led to a significant increase in operating business. The CEE region also continues to show strong growth potential and achieved an increase in revenues in the reporting period. In addition, the online sector again proved to be extremely strong in this reporting year.

Due to the consistently pursued international expansion strategy, the number of companies included in the Group remained at a consistently high level of 206, as did the number of gaming facilities operated by the Group itself, at over 2,100 locations. The international workforce grew to more than 26,200 employees worldwide due to the expansion of business activities.

As a global gaming technology group, NOVOMATIC bears a significant responsibility towards its employees, customers and society. In this context, success and responsibility go hand in hand, which is why the Group relies on a comprehensive Environmental, Social & Governance (ESG) pro-

gram that ensures the sustainable alignment of all business activities and aligns them with the Group-wide sustainability goals. For many years, NOVOMATIC has been committed to the principles of the UN Global Compact and to achieving the United Nations' Sustainable Development Goals (SDGs). A significant step in the area of sustainable energy generation was taken in the fall of 2024 with the commissioning of the Group's largest photovoltaic system to date, which covers a roof area of around 20,000 m² at the Group's headquarters. The system covers a significant share of the headquarters' electricity needs and underscores the company's long-term commitment to the environment. In addition, the protection of players and minors has always been a top priority as part of our comprehensive ESG commitment. Numerous certifications in accordance with the internationally recognized G4 standard were again successfully completed at the subsidiaries with the highest revenue, and recertification was also achieved in Austria. The comprehensive commitment to ESG is also confirmed by our top rankings in international assessments by leading rating agencies.

The 2024 fiscal year was characterized by strong international growth, which, in combination with outstanding innovative strength and excellent product performance, set important milestones. The results confirm the success of the dual strategy as a producer and operator and illustrate the importance of excellent international cooperation. This success would not have been possible without the great commitment, dedication and loyalty of the company's employees. We look forward to continuing NOVOMATIC's success story together with them.

Stefan Krenn

Ryszard Presch

Johannes Gratzl

The Executive Board of NOVOMATIC AG



INNOVATION

INNOVATION
NOVOMATIC
IN DETAIL

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THE WORLD OF NOVOMATIC

NOVOMATIC's success story is characterized by innovation, growth and technological excellence. As a leading full-service provider in the gaming industry, the Group, headquartered in Austria, is one of the global industry leaders. Through targeted acquisitions, strategic business combinations and investments in forward-looking product developments and technologies, the international growth strategy was continued in the reporting year.

With passion and a clear vision, company founder Prof. Johann F. Graf laid the foundations for the company's unique success in 1980, based on a dual strategy as a producer and operator.

With the development of high-quality and innovative technologies and products for the segments of land-based, online, mobile and social gaming, NOVOMATIC is now one of the world's leading gaming technology companies, with a global network of subsidiaries in more than 50 countries. The products of the NOVOMATIC AG Group, which has 13 production locations in twelve countries and exports innovative high-tech gaming equipment, integrated system solutions and digital services to about 130 countries worldwide, are characterized by the highest precision in manufacturing, the most modern materials and state-of-the-art technologies. 31 technology centers in 18 countries stand for innovation leadership and consistent investment in research and development. With 206 fully consolidated subsidiaries and an international team of more than 26,200 employees, NOVOMATIC stands for innovation and the highest quality in the gaming industry.

The NOVOMATIC AG Group operates more than 2,100 electronic casinos, casinos and sports betting outlets worldwide, including in core European markets such as Austria, Germany, Italy, Spain, the United Kingdom and the Netherlands. Targeted acquisitions and company mergers have further expanded and strengthened the international presence in strategically important regions. Germany, the UK and Italy in particular proved to be the strongest markets in terms of revenues this year and, alongside the outstanding performance of new products, contributed significantly to the company's success.

A key growth driver is the online, mobile and social gaming sector. Greentube, the digital gaming and entertainment division of NOVOMATIC, is one of the world's leading pro-

viders of online gaming content and platforms. The company's innovative gaming solutions set technological standards and it is also a major operator in the field of social casino gaming. In the 2024 fiscal year, Greentube continued to consistently expand its market presence in regulated markets, such as in North America, Italy and Germany.

At the important international industry trade fairs ICE 2024 in London and G2E 2024 in Las Vegas, NOVOMATIC was once again able to impress with an innovative portfolio for both the terrestrial and digital segments in the 2024 fiscal year. Visitors to the world's most important industry trade shows were able to discover first-class products and gaming technology solutions for a wide range of segments, with great interest and strong demand for NOVOMATIC products such as the exclusive *V.I.P. X™* cabinet series.

In addition to NOVOMATIC's global presence, the current Austrian Brand Value Study by the *European Brand Institute (EBI)* also underscores the economic importance of the company, which, with a brand value of EUR 3.7 billion, ranks second among Austria's most valuable brand companies and also shows the largest increase in brand value in the current ranking. Another success is the award of 3rd place in the EBI's Sustainable Brand Ranking, which underscores the company's strong commitment to promoting sustainable brands and practices.

One significant example of how the company continues to set standards in the area of sustainability and social responsibility is the NOVOMATIC AG Group's recertification by the *Global Gambling Guidance Group (G4)*. The subsidiaries with the highest revenues in several European core markets are also certified according to the globally recognized standard in the area of responsible gaming, which goes beyond legal requirements.



The use of environmentally friendly energy is a central concern for the NOVOMATIC AG Group. The company is committed to implementing sustainable solutions and continuously improving its environmental performance. A major milestone in the sustainability strategy was the installation of the largest Group-wide photovoltaic system at the headquarters in the fall of 2024, which can cover a significant portion of the site's electricity needs. But subsidiaries in Germany, Italy, Spain, Romania, North Macedonia, Bosnia, Poland, South Africa and Australia have also already switched to solar energy and cover a significant proportion of their electricity needs from their own sources. In addition, the company once again received numerous prestigious awards in 2024 for its outstanding commitment as an employer.

NOVOMATIC will continue to evaluate opportunities for further expanding its position as market leader in Europe and increasing its market share in the online sector and in the growth markets of the U.S., Latin America and Africa. In doing so, the company remains true to its principle of offering products and services exclusively in regulated markets with clear legal frameworks.

RESEARCH & DEVELOPMENT

Research and development makes a significant contribution to the success of the NOVOMATIC AG Group. With a total of 31 technology centers in 18 countries, NOVOMATIC sets standards in the development of innovative gaming products and system solutions, driving the industry forward with groundbreaking technologies.

The NOVOMATIC AG Group's global development strategy focuses on the areas of distributed gaming solutions, gaming content and application software. The innovative software system solutions include, among other things, access systems, management information systems, ticketing and smart card systems, video lottery systems and biometric player recognition. The portfolio also includes networking with state regulatory authorities, player protection programs, gaming as a service, and download systems such as the NOVOMATIC Entertainment Studio, which has been in use in the UK for several years. Online and mobile gaming system solutions are also among NOVOMATIC's pioneering offers.

An open platform architecture and teams that specialize in different submarkets create the conditions for developing solutions and offers for homogeneous markets and market niches. In addition, the option of integrating third-party providers and their gaming applications supports a fast and flexible response to market needs. The NOVOMATIC Software Development Kit (novoSDK) enables the integration of games developed by third-party companies using novoSDK. NOVOMATIC's extensive gaming portfolio is also growing steadily thanks to the fact that many companies around the world are now using the novoSDK. NOVOMATIC develops more than 200 new gaming variants every year through the continuous development of innovative products and product variations.

The trend towards linked progressive jackpot games will continue in 2024. All game studios have also developed titles with multi-pot winning opportunities, in which three winning pots are provided: *Impera PROLINK™* with four games, *XTENSION-LINK™ EVOLUTION* with two games and on the *NOVOLINE™* platform with *RISING TREASURES™*, a multi-game with five games. However, these can also be linked as single-game progressives. On the Magic Games platform, the *POWER-LINK™* product was enhanced with *ROCKET-RUSH™*, a four-pot system and an overlay concept that can be applied to all games.

In addition, new games were added to the linked successful products: The *XTENSION LINK™* was presented as Volume 3 and Volume 4, each with twelve games, the *IMPERA LINK™ Series 2* with eleven new games, *SUPERIA GOLDEN LINK™ Volume 2* with five new titles, *SUPERIA CASH CONNECTION™ Volume 2* with another five new games and the *NOVOLINE™ GOLDEN LINK™ Edition 2* with seven new titles.

The development of further, non-linked game mixes was also continued: The internationally renowned *GAMINATOR™* title has been adapted for the modern *NOVOLINE™* platform and released as the new *GAMINATOR™ X5* mix. This was the first time that a configurable game mix had been presented, which includes 66 games in 7 game packages that can be put together individually and as needed by customers. These game packages in the *GAMINATOR™ X5* can be conveniently activated on site via the AMS (Activation Management System). In addition, *SUPERIA GAMES™ Premium 3* was expanded with three new games and *MAGIC GAMES™ HD Magic Play Edition 5* was given eleven new games.

For the top cabinet *DIAMOND X™ 1.55J*, two sign variants were provided for a four- and a six-player set-up, which were very well received by customers at ICE 2025 in Barcelona. The *DIAMOND X™* case series with full-glass control panel, button-on-glass operation and inductive cell phone charging station has also been expanded. This means that customers can currently choose from three different desk versions. The *DIAMOND X™ 1.55J QUATTRO* cabinets were given a NOVOMATIC soundbar, providing an impressive 4.1 sound system, or 6.1 with the Mamba chair. The NOVOMATIC soundbar also includes two- or three-color toplights and can, of course, also be used on other cabinet types with monitor sizes from 27" to 43" landscape format.

In-house hardware and software development teams in Austria, Germany, the UK, the Netherlands, Spain, Serbia, Italy, Argentina, Canada and Poland, among other places, are



behind these innovations, which are also constantly being driven forward through exclusive partnerships with developers in Slovenia, Greece, the USA and Australia. Protecting intellectual property is particularly important in research and development activities. The company had more than 5,000 registered IP rights at the end of 2024, and more than 100 new applications are added each year.

In 2024, NOVOMATIC's research and development department once again achieved ISO certification with the JIRA project and time tracking system implemented successfully three years

ago. The process has been fully implemented in the integrated management system and the internal control system, and new features are constantly being added. The establishment of control variables within R&D has enabled an even faster response to any market changes.

GAMES & GAMING MACHINES

As one of the leading international gaming technology companies, NOVOMATIC is setting new standards in product innovation. 2024 was also characterized by successful developments: the highly diversified product range of hardware, software and system solutions was expanded to include groundbreaking innovations. Particularly noteworthy are new product highlights and an exclusive cabinet series that expands the premium segment in a targeted manner.

The NOVOMATIC AG Group started the year with an impressive appearance at the ICE international trade fair in London. With the largest stand at the show, over 40,000 visitors and consistently positive feedback on the innovations presented, ICE was an outstanding success and once again underscored NOVOMATIC's market leadership.

The spectacular stand in an black and gold design provided the perfect stage for the presentation of NOVOMATIC's newly introduced V.I.P. X™ series. This exclusive product line is aimed at both discerning customers and casino operators who want to offer their guests a first-class gaming experience. The *V.I.P. X Royal™ 1.85*, *V.I.P. X Dream™ 3.43* and *V.I.P. X Lounge™ 2.32* models offer exceptional luxury with exquisite comfort. They impress with extra-large and extra-wide game screens, a top-notch sound system and extra-comfortable seats.

In addition, NOVOMATIC made a real statement at ICE 2024 in favor of an extraordinary gaming experience: The world premiere of the exclusive *V.I.P. X Galaxy™ 2.65* has taken entertainment to a new level of immersion. This luxury lounge chair impresses with two 65" gaming screens and adjustable luxury seating comfort. The *V.I.P. X Galaxy™ 2.65* luxury cabinet combines high-end comfort with futuristic design and sets new standards in the gaming industry.

The *GODS & LEGENDS™ Link* was also presented in the new *V.I.P. X Royal™ 1.85* cabinet at the center of the NOVOMATIC stand. Divine characters lead us into the mythical worlds of ancient Greece, Egypt, Asia and the Scandinavian Viking Age. The mythical and authentic characters in the live photo corner at the NOVOMATIC stand proved to be an absolute crowd-puller. The Viking from *Hammer Power™* in *GODS & LEGENDS™ Link* and *Athena Goddess of War™* from the Greentube iGaming segment posed for legendary photos with visitors.

Secrets of Wealth™, *Magic Cleopatra™* and *Roll on Fire™*, the new linked progressive trio of *CASH FLOOD™ Link*, were among the other gaming highlights. The new multi-game mixes also provided a unique gaming experience: multi-game mixes: *Impera Line HD™ Edition 9* in a fresh design with additional features, and the new *Superia Games™ Premium 3*.

Special new products were also on display in the special ETG area, including the *LOTUS Roulette™ Genius* and *LOTUS Roulette™ PRO*, as well as the new high-speed multi-roulette wheel for the *NOVO UNITY™* platform.

In 2024, the trade fair calendar of NOVOMATIC was again characterized by a large number of participations in international industry events. From the GAT Expo in Cartagena and the IGA in San Diego to the FIJMA in Madrid, the BFG in Belgrade and the G2E Asia in Macao, as well as the EAE in Bucharest and the BEGE in Sofia, NOVOMATIC presented its diverse portfolio worldwide. With market-specific innovations and groundbreaking product innovations, the company made a strong statement about the global presence and technology leadership at each of these trade fairs.

At the Global Gaming Expo (G2E) 2024 in Las Vegas, the trade fair year for NOVOMATIC culminated with an impressive appearance in a *Street Smart* design. This blend of innovation and interactivity was convincing with urbanity and dynamic actions that offered a unique experience.

A fascinating highlight in Las Vegas was the latest installment in the *THUNDER CASH™ GOLD* progressive series, which impressed with creative game mechanics and attractive bonus features. Particularly noteworthy are *Charming Lady's Boom™ Coins* and *Red Amazon Explosion™*.



NOVOMATIC placed a special focus on the VGT portfolio with customized solutions for the U.S. market. A specially designed *Street Smart* themed zone showcased the wide range of cabinets and games, specifically geared to the markets in Illinois, Pennsylvania, West Virginia, Puerto Rico and Georgia. This impressive presentation highlighted NOVOMATIC's commitment to providing world-class solutions for maximum performance and an outstanding gaming experience in the VGT market.

The latest game mixes for *DIAMOND X™ 2.32*, *BLACK EDITION II 3.27*, *BLACK EDITION II 1.49J*, *V.I.P. X Lounge™ 2.32* and *FUN-MASTER 2.27* were presented in this area. The Magic HD game mix was presented with new features, particularly for Illinois. In addition, *NOVO LINE™* games, including popular titles such as *ULTRA BOOST™* and *MONEY PARTY™*, were shown at G2E in the *BLACK EDITION II 1.49J* cabinet.

The market in Georgia also benefited from new developments: Three new game titles were added to the *Magic HD Gamemix*. With this versatile offering, NOVOMATIC once again underscored the leading role in the VGT segment and its innovative strength in the U.S. market.

The premiere of the *NOVOVISION™* casino management system fascinated visitors to the trade fair. With its innovative biometric technology, it guarantees optimized player recognition and even more efficient processes. Having already been named *Best CMS/Software Product* at the *European Casino Awards*, this system has sparked a great deal of interest in terms of potential to transform the gaming industry in the long term.

The combination of groundbreaking product innovations and a unique exhibition stand was very well received at G2E 2024. The *Street Smart* stand shone with its creativity, interactivity and memorable visitor experience. Industry experts and trade fair visitors alike recognized NOVOMATIC's presence at the event as one of the most impressive. With its successful presentation at G2E, the company strengthened its presence in North America and set another milestone on its way to defining new standards in gaming entertainment.

OMNI-CHANNEL GAMING ENTERTAINMENT

Greentube, the digital gaming and entertainment division of NOVOMATIC, was able to purposefully continue its growth and innovation course in 2024. The company's strategic focus on delivering high-quality and engaging games, as well as operating online and social casinos led to another successful year.

Greentube used the 2024 fiscal year to continue to grow and expand, as well as to enter into new partnerships. In line with this strategy, the company achieved numerous important milestones, continued to drive business forward and consolidated its position in the industry. Greentube strengthened its position in North America by securing partnerships with prominent operators such as Hard Rock, Fan Duel and Caesars Digital. The company successfully entered the online gaming market in Connecticut, expanding its reach to a significantly broader audience. Greentube continued solidifying its presence in European markets, including debuts in Slovakia and Finland, where it launched its games with leading operators. In addition, the company prepared market entries in Pennsylvania and South Africa. Further entry opportunities for emerging markets such as Latin America are currently being evaluated.

Greentube also invested in enhancing its game engine to deliver seamless gameplay, faster loading times and higher performance across various devices and platforms. The company continued to use its powerful, revolutionary new technology stack to drive its entry into new markets and future-proof its complete entertainment provision.

Greentube expanded its content by, introducing Tapper Games a collection of e-instant games with an easy-to-understand gaming experience. This move allowed it to cater to a broader range of player preferences and was particularly well-suited for the US and Latin American lottery markets. Among the numerous games published by Greentube, the following titles stood out in particular and enjoyed great popularity worldwide:

Diamond Link™ – Mighty Santa: Boarded Up expands the popular *Diamond-Link™* series with a festive variant that offers players great chances of winning over the holidays.

Piggy Prizes™ Wish of Riches™ is a magical slot game that offers players a good chance of winning big.

Diamond Link™: Almighty Kraken takes players on a thrilling underwater adventure and invites them to deep dives to search for lost treasure.

Greentube was also able to further expand its presence in the social casino sector. The Social Casino footprint of the Funstage publishing arm gained market share in 2024 in the core European market, advancing from the third largest publisher position to the second. The largest product, Slotpark, claimed the top revenue spot of all European apps in the Social Casino category for the first time in late Q3 2024 on the Apple App and Google Play stores.

The focus remains on broadening the games portfolio by utilizing *Mynt* on the first social platform and extending the offer of third-and first-party social casino-only game productions to expand the player audience. The products continue to bring new innovative features to the market and the first app is fully dynamic and intuitive, with slot games in both portrait and landscape modes. Another focus was on bringing higher fun currency stake levels to all brands with new exciting unlocking features to access notable high-roller titles across the portfolio.

As the primary revenue driver for the Greentube Group, the RMG B2C vertical continues its 12-year growth streak, operating five brands in four regulated markets. Key efforts include enhancing user experience, with a rich game portfolio and excellent service, alongside ongoing improvements in player protection to ensure a safe environment for online entertainment. In 2024, particularly strong growth was recorded in Italy, the UK and Germany, with a significant milestone being the sponsorship cooperation with Borussia Dortmund, boosting brand development in Germany.

In addition to the existing Swiss market, the underlying RMG platform Nova debuted in Luxembourg, offering a cross-platform technology for converging online, mobile and land-based gaming. The Plurius™ server-based gaming solution



also enables multi-channel game launches across various devices using a single wallet account management system.

Greentube is optimistic about the future and is well positioned to benefit from the growing online gaming market. The company will continue to focus on innovation, market expansion and strategic partnerships to maintain its leadership position. By delivering high-quality games, embracing emerging tech-

nologies, prioritizing responsible gaming and promoting a top-class operation of online casinos, Greentube aims to solidify its reputation further as a leading integrated provider of online casino entertainment.

OPERATIONS

The Gaming Operations business area significantly increased its performance in 2024 thanks to the excellent quality of the Group's own gaming operations.

In the 2024 year under review, the NOVOMATIC AG Group was able to further expand its performance and achieved the highest revenues in the company's history. Gaming operations again contributed a significant share of this, with revenues from the operation of gaming terminals increasing significantly, for example. These positive developments were also seen in Europe's largest gaming markets – Germany, Italy, Spain and the United Kingdom – where the Group was able to further expand its strong market position. But considerable growth was also observed in the other markets.

The British market showed the highest growth in revenues during this reporting period (+17.3 percent to EUR 380.5 million). The targeted acquisition of four additional arcade locations and the opening of eight new locations significantly increased the company's operational presence in the United Kingdom, thus contributing to the consolidation of its market position.

The Eastern Europe region continues to show a great deal of growth potential and achieved an increase in revenue in the reporting period, which is mainly due to higher gaming terminal revenues as a result of better and higher performance of the devices. The opening of the first ADMIRAL casino in Skopje, which celebrated its opening in March 2024 after an intensive renovation phase, was one of the factors responsible for this positive development. In addition, the company expanded its market presence in Eastern Europe by opening a third casino in the west of North Macedonia, which is operated by a NOVOMATIC subsidiary.

In Germany, too, the Group was able to maintain and further expand its strong market position despite challenging market conditions. Among other things, the acquisition of a 24.9 percent stake in Spielbank Wiesbaden GmbH & Co KG was successfully completed in December. The Wiesbaden casino is one of the oldest and most traditional casinos in Germany and, together with the Berlin casino and the casinos in Mecklenburg-Western Pomerania, represents a further important building block in the strategic expansion of the NOVOMATIC AG Group.

In July 2024, the important core market of Italy took another important step towards expanding its omni-channel strategy and strengthening its market presence. With the acquisition of SPATI S.r.l., which is active in both terrestrial and online gaming segments, the company is increasingly creating integrated solutions that allow it to meet the growing demand for technological innovation while maintaining the high quality standards of the NOVOMATIC AG Group.

In Spain, the focus was on both the consistent implementation of the growth strategy and the targeted expansion of market presence. Rebranding plays a central role in this, particularly in the north of the country. As part of the strategic realignment towards the entertainment brand ADMIRAL, the operational presence is being further strengthened and the brand identity more clearly positioned. In addition, targeted measures help to better optimize existing structures and enable the use of synergies within the group of companies.

The Greentube Group, which is responsible for the bundling of the group's online business, achieved the third-highest growth in the entire NOVOMATIC AG Group. The positive development of B2C e-business, which showed strong progress among all providers in the group, was particularly encouraging.

Betting revenues also showed an extremely positive development. The increase is partly due to the European Football Championship, which took place in the summer of 2024, and is evident in all markets. The markets in Austria, Eastern Europe and Spain saw the largest increases.

In Austria, ADMIRAL Casinos & Entertainment AG (ACE) sent a strong signal and ultimately won the tender for the license to operate state-licensed slot machine casinos in the provinces of Burgenland and Upper Austria.





SPORTS BETTING

All of the group's sports betting activities in the international B2B segment are combined under the roof of NOVOMATIC Sports Betting Solutions GmbH (NSBS), which impresses with innovative, state-of-the-art solutions.

International sports betting operators receive professional and comprehensive omni-channel solutions from a single source with NOVOMATIC Sports Betting Solutions offers. NSBS has a full range of services on offer including management of an unlimited number of Self-Service Betting Terminals (SSBTs) and checkouts in the terrestrial segment, as well as secure online and mobile sports betting solutions via responsive web design and platform independent applications.

Operators benefit from the scalable solutions adjusted for their specific market as well as individual customer requirements, which make their mark through excellent ease of use. NSBS also delivers a reliable module for comprehensive sports betting offered in various currencies and languages including an excellent reporting system, which can be easily and quickly integrated into all common payment systems. NSBS also supports providers with product-specific expertise and first-rate advice, and is a reliable partner from market observation and analysis to selection and configuration of suitable hardware and software systems, and including operational training, professional 24/7 customer service, and support for marketing activities.

NOVOMATIC has a presence in markets such as Austria, Germany, Italy, Spain, Romania, Montenegro, and Serbia with various brands and market-specific sports betting offers both as an operator of betting shops and with its own sports betting areas in casinos.

As the Austrian market leader, ADMIRAL Sportwetten offers an extensive range of betting offers for customers with around 2,000 self-service betting terminals and some 330 cash desks in over 200 facilities throughout Austria. The company also has a range of attractive online and mobile offers.

Since being established over 30 years ago, ADMIRAL has remained true to its corporate philosophy of "building trust through bookmaking competency, payment security and respectability" and styles itself as being a competent and reliable provider of sports betting services. This has allowed ADMIRAL to establish itself as the clear number 1 in the Austrian sports betting branch store business. The betting specialist's recipe for success is based on an innovative range of betting offers and the latest technology in an inviting café-style setting. The betting systems are updated and reviewed on an ongoing basis to adapt them to regional requirements in order to offer customers the most attractive betting experience possible.

NOVO INTERACTIVE has been operating in Germany since 2014 and offers online sports betting. The license for sports betting and virtual slot machine gaming for AdmiralBet was extended until December 31, 2027. In keeping with licensing conditions, NOVO INTERACTIVE offers betting in compliance with German law, including a comprehensive system for the protection of players and minors.

In addition, the company continues to pursue a strategy of international expansion, with a particular focus on further strengthening its already strong position in Europe.

REGULATORY ENVIRONMENT

Since its establishment, the NOVOMATIC AG Group has offered a comprehensive portfolio of products and services exclusively in regulated markets with clear regulatory and legal frameworks. This is also the fundamental basis for secure and continuous international growth.

The highly dynamic international regulatory environment of the gaming market requires providers to continuously adapt to legal changes – particularly in the areas of money laundering prevention, player protection and the protection of minors. This makes continuous development of products and services, as well as flexible adaptation to new conditions, indispensable.

Within the single European market, gaming remains the only market segment for which regulations have still not been harmonized among the member states. As a leading technology provider, NOVOMATIC demands modern and uniform technical framework conditions for market participants in Europe, not only for the classic casino and slot machine segment, but also for the online sector.

The fundamental conditions required for NOVOMATIC's business activities are clear legal frameworks, systematic and coherent gaming legislation, transparent and understandable licensing processes, as well as implementing player and youth protection measures in accordance with scientific and appropriate market measures. In addition, taking measures to combat crime, such as taking clear action against illegal gaming activities and preventing money laundering, also forms one of the international Group's fundamental principles. Excessive regulation that does not conform with the market or unsuitable taxation, such as gradual tax increases and those specifically related to gaming and betting, can have negative effects.

The past has clearly shown that excessive taxation or even total bans on gaming simply encourage illegal operations; operations which are not monitored and which provide no protection for players and minors.

For NOVOMATIC, national and international tenders in various segments of the gaming sector are regularly sources of new market opportunities. In this context, regulated gaming

operators must be able to rely on the relevant authorities conducting tenders for gaming services in a transparent, legally compliant and expeditious manner so as to ensure applicants have legal certainty.

A swift and transparent conclusion of the licensing process is necessary, particularly with regard to the protection of players and minors and the legal protection of market participants. The effects of the coronavirus pandemic on the regulatory environment can still be felt today. In particular, the shift from the terrestrial to the online segment. However, experience also shows – such as due to the very strict legal framework in the regulated online sector in Germany – that the rules are very challenging for the regulated operators and that illegal gaming has not yet been fully eradicated.

In addition to NOVOMATIC's existing activities, dynamic developments in the sports betting and online markets are opening up new market opportunities as a result of these new regulatory approaches, which are being evaluated on an ongoing basis and even being harnessed in some cases. The Group is therefore taking important steps in its efforts to consistently pursue its international growth strategy. The company is also already licensed in the USA in many states, including Nevada, with the strictest regulatory frameworks.

NOVOMATIC continues to pursue a global growth strategy, with the top priority of strengthening and securing its market leadership in the core European markets. Particular attention is paid to adapting to ongoing regulatory changes, some of which are not harmonized and present a variety of challenges. As a leading company in numerous markets, competition law also remains a key regulatory aspect. NOVOMATIC takes this into account by consistently complying with all regulations and, where necessary, by registering transactions with the relevant competition authorities.





RESPONSIBILITY

RESPONSIBILITY

NOVOMATIC

NON-FINANCIAL REPORT

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Non-Financial Management

Responsible Entertainment

Always Compliant

Enjoy Working with us

Going Green

Active in the Community

NON-FINANCIAL MANAGEMENT

Five strategic pillars form the basis of our ESG strategy.

“Winning Responsibly” – our belief that sustainable success can only be achieved through responsible action – is at the heart of NOVOMATIC AG’s ESG (Environment, Social and Governance) activities. Our vision is to be the world’s most innovative and responsible provider of “Responsible Entertainment”. The five strategic fields of action of “Responsible Entertainment”, “Always Compliant”, “Enjoy Working with Us”, “Going Green” and “Active in the Community” are the pillars of this vision. Here we consistently apply our corporate values “do – enjoy – respect”, which are reflected in all our decisions and activities. This commitment is based on the trust and support of all our stakeholders.

Having a transparent and open dialog with all stakeholders is an important part of NOVOMATIC’s ESG activities. This includes all natural persons and legal entities who are affected by the company’s business activities or who can influence them themselves. NOVOMATIC harnesses a range of communication channels to promote dialog – from face-to-face discussions, working groups and workshops, to events, reports and the intranet, as well as its website and social media channels. NOVOMATIC is aware that some stakeholders do not share the company’s outlook and that critical voices also exist. This is why transparency remains a core corporate value, serving as the basis for an open and constructive dialog.

NOVOMATIC AG held an ESG Summit in summer 2024, at which stakeholders came up with key ESG topics as part of a materiality analysis. The focus was on the requirements of the Corporate Sustainability Reporting Directive (CSRD) as well as on topics such as the circular economy, supplier management and transparency of reporting.



Value chain

OUR STAKEHOLDERS

internal / external

OUR SUPPLY CHAIN

INFLUENCING FACTORS

Financial capitalEquity and debt,
trust from investors**Production capital**Infrastructure,
systems, machines,
semi-finished and
finished parts,
commodities**Human capital**Employee
competence and
performance,
attractiveness as an
employer**Intellectual capital**Intellectual property
rights (patents),
software, innovative
employees,
organizational
structures**Natural capital**Energy, water,
commodities**Social capital**Customer trust,
licences provided by
authorities, partner-
ships with business
partners & suppliers,
stakeholder support,
image, brand value

BUSINESS ASSETS USED EVERY DAY

GAMING TECHNOLOGY

Market analysis, Design, Development

Licencing

Production, Assembly

Marketing
(sales, rentals)

Service & Maintenance

Refurbishment

GAMING OPERATIONS

Location selection & management

Licence applications

Marketing

Player protection

Service & Maintenance

Security
(facilities, IT)

POSITIVE EFFECTS

Financial

- Economic success
- Local & international tax payment
- Company value
- Supplier relationships
- Employee wages

Non-financial

- Entertainment value (products)
- Jobs created
- Trained employees
- Strengthening innovation
- Added value
- Support for charitable initiatives
- Fair competition

NEGATIVE EFFECTS

- Problematic player behavior
- Misuse of products
- Accidents at work
- Negative health effects
- Discrimination & unequal treatment
- Corruption & breach of legal provisions
- Ressource consumption
- Waste
- Emissions

Strategic fields of action	Material topics	Action principles
Responsible Entertainment 	• Player protection and gaming addiction prevention • Responsible Marketing	• NOVOMATIC offers responsible entertainment, and ensures that our products and services are used conscientiously. • NOVOMATIC ensures that our employees are well trained in player protection and pay close attention to identifying problematic behavior and act accordingly. • We prevent minors and other vulnerable groups from using our products or services.
Always Compliant 	• Corruption & Money Laundering Prevention • Risk Management • Data protection • Avoiding Abusive Product Consumption • Supplier Responsibility • Human rights • Fair Competition & Public Affairs	• NOVOMATIC implements systems that support compliance with legal requirements and acts in accordance with the standards set out in the Code of Conduct. • Everyone at NOVOMATIC is required to make every effort to prevent any and all criminal behavior within the company. • We ensure continuous monitoring and adjustment in a dynamic risk landscape through proactive risk management. • NOVOMATIC ensures that Group customers' and stakeholders' data protection rights are always taken care of.
Enjoy Working with Us 	• Training and Further Education • Occupational Safety & Employee Health • Employee Diversity & Equality • Innovation	• NOVOMATIC supports employee development and offers training and continued education opportunities. • NOVOMATIC considers its employees an important source of innovation to be specifically encouraged. • NOVOMATIC values the diversity of its staff and stakeholders and treats all of them equally. • NOVOMATIC creates safe and healthy working conditions in order to avoid accidents and illness.
Going Green 	• Energy & Emissions • Resource Use & Waste Reduction	• NOVOMATIC minimizes its environmental footprint through efficient handling of energy and resources, as well as by reducing the waste and emissions that it produces. • NOVOMATIC strives to make positive contributions to environmental protection using both production and operational measures.
Active in the Community 	• Sponsorship activities and partnerships • Donations and volunteer work	• We make an important contribution to society through sponsorships, donations and volunteering. • NOVOMATIC sees itself as an active and responsible member of society, investing in the community. • NOVOMATIC fosters valuable partnerships and sustainable initiatives.

Control indicators	Strategic Objective
- Degree of implementation for Responsible Entertainment (RE) measures - RE certifications within the Group - Implementation of the RE policy	- Prevent problematic gaming and protect vulnerable groups - Obtain and safeguard licenses using RE measures - Implementation of the RE policy by all Group companies - Certification of at least 70 % of the Group's revenue according to the G4 player protection standard.
- Degree of implementation of training on Code of Conduct and corporate guidelines - Reported violations of legal requirements, Code of Conduct and corporate policies - Effective risk management indicators significantly improve the identification and management of risks	100 % Group company compliance with legal requirements and the Code of Conduct - Prevent corruption and money laundering - Securing sustainable business success through proactive and Group-wide risk management - Protection of personal data belonging to customers and other stakeholders
- Proportion of women overall and in management positions - Proportion of employee terminations - Sick leave rate - Accident rate - Training and further education hours per employee	- Creation of a safe and healthy work environment that supports diversity and innovation - Positioning in the market as an attractive employer - Continuous reduction of accident rate and 0 deaths
- Energy consumption in MWh - CO₂e emissions in tons - Water consumption in m³ - of waste in tons	- Continuous reduction of absolute and relative energy use as well as Scope 1, Scope 2 and Scope 3 CO₂ emissions - Continuous increase in electricity from renewable sources - Continuous reduction of absolute and relative water consumption and waste generated - Contribution to environmental protection in the manufacturing and operational segments - Evaluation of the necessary measures according to EU taxonomy
Extent of the impact of sponsorship, donations and volunteer work	Sustainable contribution to social responsibility through sponsorship, donations and volunteer work

ESG Ratings



ISS ESG Corporate Rating

ISS ESG rates NOVOMATIC AG in 2023 as having a very high level of transparency and has increased the rating to level “C” for the first time, placing the company in the top 30 % of the electronics industry. NOVOMATIC performs above the industry average, particularly in the area of working conditions and standards.

www.issgovernance.com/esg



Sustainalytics ESG Risk Rating

Sustainalytics evaluated NOVOMATIC AG’s ESG profile in 2023, judging it to have a “Medium risk of material financial impacts driven by ESG factors”. NOVOMATIC received an ESG risk rating of 22.6 points and is among the top 30 % of companies in the international gaming industry evaluated by Sustainalytics.

www.sustainalytics.com



Moody's Analytics

In 2024, NOVOMATIC AG was able to improve its Moody's ESG Solutions Rating once again, achieving a particularly high score in numerous areas including human rights and business behavior.

<https://esg.moody's.io/>



Sustainable Brand Rating Austria

In the European Brand Institute's Sustainable Brand Rating Austria 2024, NOVOMATIC received a valuable recognition for its commitment to sustainability with an outstanding 3rd place and an AAA rating.

<https://www.europeanbrandinstitute.com>

United Nations Global Compact and Sustainable Development Goals



NOVOMATIC is committed to the ten principles of the United Nations Global Compact (UNGC). The NOVOMATIC AG Group Annual Report serves as a progress report (Communication on Progress) on the application of the UNGC principles. This Communication on Progress is also available online on the United Nations Global Compact website.

 United Nations Global Compact Profile NOVOMATIC AG: www.unglobalcompact.org/what-is-gc/participants/36511



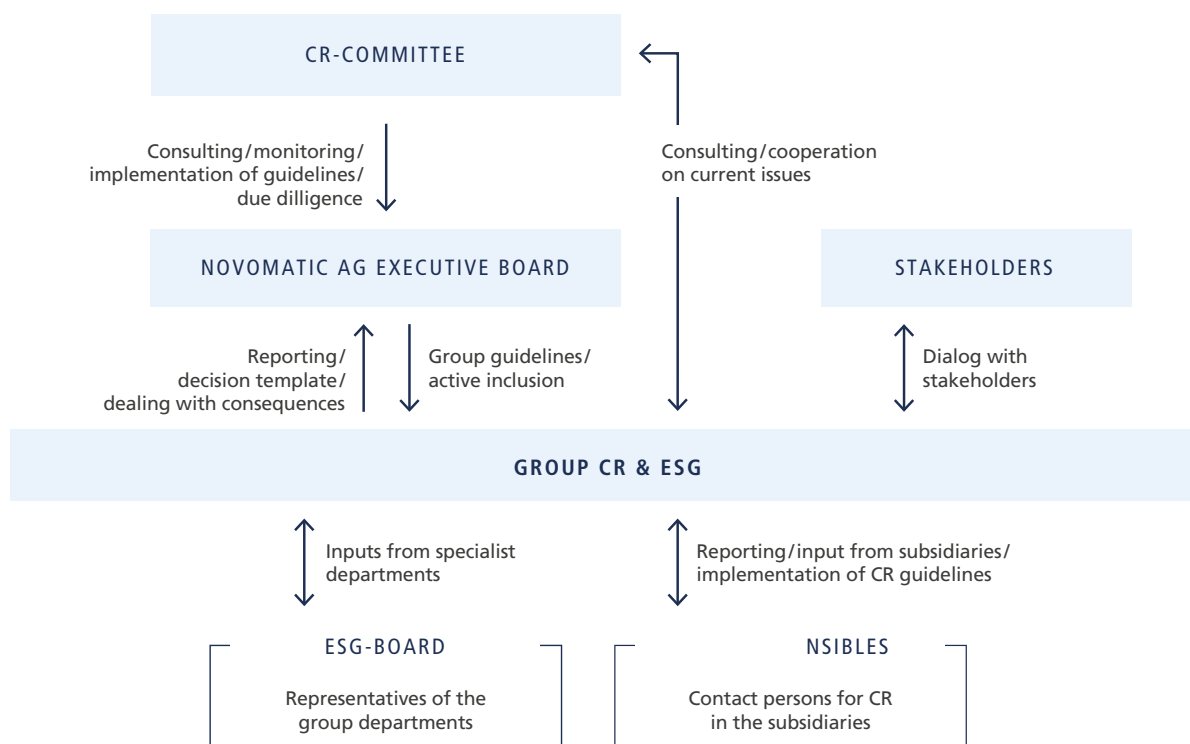
NOVOMATIC has supported the globally valid Sustainable Development Goals (SDGs) since their publication by the UN General Assembly in 2015 and is strategically aligned with the SDGs.

 United Nations Sustainable Development Goals: <https://sdgs.un.org/>



Anchoring Within the Organization

The Group CR & ESG department is responsible for ESG management at NOVOMATIC, maintains regular dialog with stakeholders, and reports directly to the NOVOMATIC AG Executive Board. Regular meetings are held with the CR Committee of the NOVOMATIC AG Supervisory Board, the NOVOMATIC AG Executive Board, the ESG Board, and international ESG officers.



(GRI) 2-3, 2-6, 2-9, 2-12, 2-13, 2-14, 2-17, 2-23, 2-24, 2-28, 2-29, 3-1, 3-2

AT A GLANCE

RESPONSIBLE ENTERTAINMENT

TAKING ON RESPONSIBILITY

Material topics

- Player Protection and Gaming Addiction Prevention
- Responsible Gaming

Action principles

- We offer responsible entertainment, and ensure that our products and services are used conscientiously.
- We ensure that our employees are well trained in player protection and pay close attention to identifying problematic behavior and act accordingly.
- We prevent minors and other vulnerable groups from using our products or services.

A total of 21 important Group companies certified in accordance with the G4 player protection standard (represents 67 percent of Group revenue)

21

Introduction of the NOVOMATIC Biometric System™ (NBS) in 30 countries of the Group

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GRI INDEX AND REFERENCES

GRI 3-3, 416-1, 417-1

www.novomatic.com/responsible-entertainment

RESPONSIBLE ENTERTAINMENT

Responsible framework for safe and fair gaming.

NOVOMATIC operates exclusively in markets that offer a clear legal framework and a regulated gaming environment. As regards player protection, the company continuously implements innovative measures that partially go far beyond legal requirements in order to ensure the highest standards.

Group Responsible Entertainment policy



The Group Responsible Entertainment policy defines the minimum standards for responsible gaming and betting that apply throughout the Group. Making responsible use of NOVOMATIC products and services encompasses the following principles, which must be adhered to throughout the Group:

- NOVOMATIC always acts in accordance with the law.
- NOVOMATIC does not allow minors access to our offer.
- NOVOMATIC values informed customers.
- NOVOMATIC advertises responsibly.
- NOVOMATIC educates and trains its employees.

G4 Certifications Within the Group

The Group is committed to improving player protection and preventing gaming addiction on an ongoing basis. The majority of Group sales to the main Group companies are certified in accordance with the international player protection standard of the Global Gambling Guidance Group (G4). This exceeds legal requirements and is considered to be the world's most recognized and stringent standard in the field of player protection. Not only NOVOMATIC AG itself, but also its top-performing subsidiaries in Austria, Germany, the United Kingdom, the Netherlands, Italy and Spain are already G4-certified.

Certification level according to G4 player protection standard

G4 Player Protection Certification Pillars

Responsible Gaming Code of Practice:

Code of conduct regarding player protection

Training:

Training plan for responsible gaming courses

Corporate Standards:

Minimum standards for licensing, auditing, playing on credit, money laundering prevention, complaint management, research, stakeholder involvement, policies

Operational Code of Practice:

Rules regarding age verification, player protection information, advertising and marketing, bonuses and incentives, risk management, free games, customer registration, VIP policy

Player Protection Tools:

Implementation of reality checks, game information, self-suspension and self-limitation, identification of problematic gaming behavior, alcohol and drug guidelines for players

Staff and Problem Gambling:

Implementation of an employee assistance program, offer of external support

Player Protection Framework:

Documentation of all player protection measures

Responsible Technology

In addition to casino software and hardware components, NOVOMATIC also develops management systems for responsible gaming that cover all country-specific legal requirements. The NOVOVISION™ Casino Management System also uses biometrics to enable unambiguous identification (including automated identification), thereby fulfilling all requirements with regard to the protection of minors and players. Sophisticated algorithms are used to prevent money laundering.

NOVOVISION™

Responsible Entertainment Highlights 2024

Austria:

- Successful completion of the re-certification audit of NOVOMATIC AG by G4
- Successful completion of the re-certification audit of ADMIRAL Casinos & Entertainment AG by G4
- Successful completion of the re-certification audit of ADMIRAL Sportwetten GmbH by G4
- Successful completion of the certification audit of ADMIRAL Technologies GmbH by G4
- Revision of the Responsible Communication and Responsible Entertainment Codex
- Implementation of a two-day Responsible Entertainment Symposium

Germany:

- Successful completion of the re-certification audit of Spielbank Berlin GmbH & Co. KG by G4 and ECA
- Successful completion of the recertification audit of LÖWEN ENTERTAINMENT GmbH by G4
- Successful completion of the re-certification audit of ADMIRAL Entertainment GmbH by G4

Italy:

- Launch of NOVOMATIC Italia's new responsible gaming program
- Successful completion of the re-certification audit of NOVOMATIC Italia by G4

United Kingdom:

- Implementation of the 2nd Safer Gambling Conference
- Successful completion of the re-certification audit of NOVOMATIC UK by G4

Spain:

- Successful completion of the re-certification audit of Admiral Slots, SAU by G4
- Comprehensive further development of responsible gaming brochures and measures

The Netherlands:

- Successful completion of the re-certification audit of NOVOMATIC Netherlands by G4
- Development of e-learning on addiction prevention

Serbia:

- Implementation of several public forums in collaboration with a specialist clinic for addictions and psychologists

Poland:

- Introduction of new customer verification software to strengthen responsible entertainment

Online:

- Successful completion of the re-certification audit of Greentube GmbH by G4
- Successful completion of the re-certification audit of Funstage GmbH by G4
- Successful completion of the re-certification audit of Greentube Malta Ltd. by G4
- Successful completion of the certification audit of Greentube Alderney Ltd. by G4
- Successful completion of the certification audit of Beatya Online Entertainment PLC by G4
- AbZorba Games P.C.: Introduction of monthly deposit limits to promote responsible entertainment

G4 Certifications in Seven Countries

COUNTRIES WITH
G4 CERTIFICATION

	Company	(Re-)certified
AT	NOVOMATIC AG	2024
	ADMIRAL Casinos & Entertainment AG	2024
	ADMIRAL Sportwetten GmbH	2024
	ADMIRAL Technologies GmbH	2024
	Greentube GmbH	2024
	Funstage GmbH	2024
DE	LÖWEN ENTERTAINMENT GmbH	2024
	ADMIRAL Entertainment GmbH	2024
	Spielbank Berlin GmbH & Co. KG	2024
NL	NOVOMATIC Netherlands	2024
UK	RAL Ltd.	2024
	Luxury Leisure Ultd.	2024
	Talarius Ltd.	2024
	Greentube Alderney Ltd	2024
MT	Greentube Malta Ltd.	2024
ES	Admiral Slots, SAU	2024
	Beatya Online Entertainment PLC	2024
IT	NOVOMATIC Italia	2024
	Admiral Gaming Network	2024
	Allstar S.r.l.	2024
	Alp S.r.l.	2024

AT A GLANCE

ALWAYS

COMPLIANT

TAKING ON RESPONSIBILITY

Material topics

- Corruption & Money Laundering Prevention
- Risk Management
- Avoiding Abusive Product Consumption
- Data Protection
- Supplier Responsibility
- Human rights
- Fair Competition & Public Affairs

Action principles

- We implement systems that support compliance with legal requirements and acts in accordance with the standards set out in the Code of Conduct.
- Everyone at NOVOMATIC is required to make every effort to identify and prevent any and all fraudulent and criminal behavior within the company.
- We ensure continuous monitoring and adjustment in a dynamic risk landscape through proactive risk management.
- We ensure that Group customers' and stakeholders' data protection rights are always taken care of.

CODE OF CONDUCT – CONTENT

- WE ARE NOVOMATIC – Our principles of conduct
- Responsibility towards our employees
- Responsibility towards our customers
- Responsibility towards society
- Dealing with business partners and third parties
- The way of doing business
- Data protection, digitalization and AI
- Dealing with company property, confidentiality and property rights
- Compliance with the Code of Conduct

GRI INDEX AND REFERENCES

GRI 2-6, 2-23, 2-25, 2-26, 3-3, 308-1, 414-1, 418-1

<https://novomatic.com/novotrust>

www.novomatic.com/always-compliant

equalopportunities@novomatic.com

ALWAYS COMPLIANT

Compliance with legal requirements and corporate guidelines is our top priority.

The Group Legal, Group Legal Compliance, Group Risk Management and Group Internal Audit departments are responsible for legal certainty at NOVOMATIC. The Group subsidiaries must confirm compliance with the Group policies and guidelines in half-yearly reports, and this is regularly evaluated as part of the compliance management assessment.



At the beginning of their employment, each employee receives all important and Group-wide binding policies and documents, such as the Code of Conduct, which applies to all NOVOMATIC AG employees and was extensively revised in 2023, or the Responsible Entertainment Group policy.

Prevention of Corruption and Money Laundering

NOVOMATIC is committed to always acting fairly, honestly and in accordance with the law in its business and social activities. Various binding Group compliance policies, in particular the Anti-Corruption policy, define strict requirements and apply to all Group companies in which NOVOMATIC AG is the majority shareholder, as well as to their supervisory and executive boards, managing directors, authorized signatories and employees. The Compliance Committee of NOVOMATIC AG monitors and coordinates the continuous development of Group-wide compliance standards via the Group-wide compliance management system (CMS) and accompanying reporting obligations, and ensures regular reporting to the Executive and Supervisory Boards of NOVOMATIC AG.

Risk Management

The risk management system comprises both enterprise risk management (ERM) and operational risk management through the internal control system (ICS), which is defined very broadly. The ERM comprises a classic best-practice risk management process that ensures the identification and assessment of business risks, as well as their control and monitoring. Documentation in a centrally managed risk management software helps with maintaining an overview and conducting monitoring activities as well as with the reporting of risks and measures or controls. The risk situation must be kept up to date, i.e., at least once a year the documented risks are scrutinized and revised with regard to their validity and assessment approach, or status of the measures. Group Risk Management reports independently and without instruction to the entire board of directors and the supervisory board of NOVOMATIC AG. A presentation of ESG risks, opportunities and impacts can be viewed online in the ESG risk strategy. In addition, a separate ESG risk management annual report has been published since 2024.



Data Protection

Since the company was founded, NOVOMATIC has had an information security management system (ISMS) certified in accordance with the international ISO standard ISO/IEC 27001. At a Group level, the Data Protection Advisory Board is tasked with managing the rules and obligations arising out of the General Data Protection Regulation (GDPR) and defines measures to improve the Group-wide data protection management system (DMS) on the basis of regular data protection reports.

Avoiding Abusive Product Consumption

NOVOMATIC clearly and firmly distances itself from any and all illegal and unregulated gaming services. The company believes that gaming is a delicate service that requires clear legal framework conditions and thus only participates in clearly regulated markets.

Supplier Responsibility

NOVOMATIC requires its business partners to make a clear commitment to legally compliant behavior and to comply with the NOVOMATIC Supplier Code of Conduct. In addition, NOVOMATIC carries out a KYC contract partner check with risk evaluation before the start of each new supplier relationship.

The Supplier Code of Conduct, which is available on the company website, covers all material environmental, social and governance risks in the supply chain. Mandatory compliance with this Code of Conduct may be part of an audit by NOVOMATIC or by an independent third-party auditor commissioned by NOVOMATIC. Should a violation become known, NOVOMATIC will seek discussion with the supplier in order to ensure implementation as quickly as possible. The ultimate consequence for violations is an end to the business relationship.

Human Rights

NOVOMATIC and its subsidiaries are committed to complying with all legal regulations as well as safeguarding human rights. The Group-wide Code of Conduct and the NOVOMATIC Supplier Code of Conduct also refer to topics relevant to human

rights and must be observed by all employees and suppliers. Any violations can be reported anonymously via the whistleblowing platform NOVOTRUST. The Equal Opportunities point of contact is also available with regard to the topic of equal rights.

In accordance with the OECD Guidelines for Multinational Enterprises, NOVOMATIC is committed to compliance with the United Nations Human Rights Charter, the implementation of international human rights and the implementation of the labor and social standards of the International Labor Organization (ILO).

Fair Competition & Public Affairs

NOVOMATIC does not enter into any agreements with competitors that could lead to distortion of competition, division of markets or price fixing. The relevant Group policy on legally compliant behavior in antitrust law sets out specific behavioral obligations in this regard.

NOVOMATIC pledges conscientious and transparent dealing with all national authorities, and has even created a binding Code of Conduct for NOVOMATIC AG Public Affairs activities, which can be accessed on the company's website. The persons responsible for public affairs on behalf of the company are registered with the Austrian Public Affairs and Interest Group Register.

NOVOTRUST Whistleblowing Platform

NOVOTRUST is a Group-wide whistleblowing platform in compliance with legal requirements to report breaches of legal provisions (for example, corruption, money laundering, data protection, competition anti-trust law), violations of the Code of Conduct or human rights in general. This enables any employee or business partner to report suspicious cases (also anonymously). Following a plausibility check by Group Legal Compliance, material cases are dealt with by the Compliance Committee and recommendations for further action are agreed on a risk-based basis with the Executive Board or Supervisory Board of NOVOMATIC AG.

AT A GLANCE

ENJOY WORKING WITH US

TAKING ON RESPONSIBILITY

Material topics

- Training and Further Education
- Occupational Safety & Employee Health
- Employee Diversity & Equality
- Innovation

Action principles

- We support employee development and offer training and continued education opportunities.
- We consider our employees an important source of innovation to be encouraged.
- We value the diversity of our staff and stakeholders and treat all of them equally.
- We create safe and healthy working conditions in order to avoid accidents and illness.

Employees on day
of reporting
December 31, 2023

26,264

Training and Further
Education Days total

~54,000

LTIFR (Lost Time Injury
Frequency Rate)

4.0

Staff turnover rate
(employee resignations)

15%

IP trademark rights

>5,000

Percentage of
women total

52%

In management
positions

37%

GRI INDEX AND REFERENCES

GRI 2-7, 2-26, 3-3, 403-1, 403-2, 403-3, 403-6,
403-7, 403-9, 404-1, 404-2, 405-1

www.novomatic.com/karriere

<https://novomatic.com/novotrust>

equalopportunities@novomatic.com

Awards for Employers

8

ENJOY WORKING WITH US

Our employees are the foundation of long-term success.

Summary of Major Indicators

	2020	2021	2022	2023	2024
Proportion of women*¹	56%	55%	54%	53%	52%
Women in leadership positions	39%	39%	39%	38%	37%
Turnover rate (employee resignations)	12%	18%	18%	16%	15%
Sick leave rate²	51%	51%	64%	66%	60%
Accident rate³	3.8	4.2	3.7	5.1	4.0
Training and further education hours per employee⁴	6.8	10.4	14.0	14.8	16.5

* The figures and graphics presented in this chapter apply, unless otherwise indicated, to all NOVOMATIC AG companies for the reporting period from January 1 to December 31 or as of the reporting date of December 31.

¹ Share of female employees in total workforce.

² Share of employees who were on sick leave for at least one day.

³ Lost Time Injury Frequency Rate (LTIFR) – number of accidents requiring notification per million work hours.

⁴ Average total number of hours per employee.

Training and Further Education

The further development of the high level of competence of the employees is an essential element to promote the innovative strength of NOVOMATIC and thus to ensure the sustainable success of the company. NOVOMATIC offers a wide range of needs-oriented individual training and further education opportunities (seminars, trainee programs, workshops, e-learning, coaching, etc.) to all employees. Digitalization and technological skills with a focus on artificial intelligence and cybersecurity, sustainability and climate protection, and leadership were integrated into the training program as key topics of the present in 2024.

Employee Diversity & Equality

The promotion of diversity-oriented structures is one of NOVOMATIC's core strategic concerns. Embracing diversity, integration, equal opportunities and the conscious awareness of our social and societal responsibility are basic principles of our corporate and management culture.

NOVOMATIC endeavors to offer all employees the same opportunities, regardless of gender or gender identity, age, religion, nationality, ethnicity, physical or mental abilities, sexual orientation, or other diversity dimensions. Company commitment to supporting equal opportunities and fairness at work has been formalized in the Group's mandatory Code of Conduct and the Group Equal Opportunities Guideline.

Occupational Safety & Employee Health

Occupational health and safety – above and beyond the legally required standard – are an integral part of our commitment and responsibility. Certification in accordance with ISO 45001 is carried out in the Group subsidiaries at various levels. It is NOVOMATIC's top priority to protect and support employee health as much as possible. In addition, we offer all our employees a wide range of health-promoting measures through the NOVOHealth initiative.

Awards: a Summary

	BEST RECRUITERS www.bestrecruiters.at	Industry victory in the electrical/electronics manufacturing sector Gold seal for the years 2024/2025 Silver seal for the years 2023/2024 Gold seal for the years 2022/2023	since 2017
	LEADING EMPLOYERS Austria 2024 https://www.leading-employers.org/de/certified-companies/novomatic	NOVOMATIC is thus one of the top one percent employers in Austria. The LEADING EMPLOYERS study is the most comprehensive of its kind in Austria and regularly draws on more than 250 international sources. Some 100,000 companies were analyzed in total.	2019, 2022, 2023 and 2024
	BEST EMPLOYER 2024 www.market.at	Once again voted one of the best employers in Lower Austria. NOVOMATIC is rated particularly highly in the categories of well-being, future fitness and working conditions.	Since 2022
	Kununu "Top Company" www.kununu.com/at/novomatic	The Top Company seal is awarded by kununu, one of the leading platforms for anonymous and free employer reviews, and is given to companies that perform particularly well in the areas of employee satisfaction and employer attractiveness. Only about 5% of all employer profiles qualify for the Top Company seal. Awards are based exclusively on the basis of employer ratings.	Since 2014
	Recognized as a leading company in Austria www.leitbetriebe.at	NOVOMATIC AG was once again honored as Austrian Leading Company in 2024.	Since 2015
	berufundfamilie (career and family) audit certificate www.familieundberuf.at	Renewed certification in 2024 including the additional certificate "Mobile Working".	Since 2015
	Seal of Quality in Corporate Health Promotion www.netzwerk-bgf.at	The BGF seal is awarded to those companies that fulfill specific quality criteria when it comes to promoting health. The company received the seal of quality once more in 2023. It is valid until 2025.	since 2017
	Superbrands Austria https://www.superbrands.at/	In 2024, NOVOMATIC AG was once again recognized by the world's largest independent brand valuation organization, Business Superbrands Brand Council, as one of Austria's strongest brands.	2024

AT A GLANCE

GOING GREEN

TAKING ON RESPONSIBILITY

Material topics

- Energy & Emissions
- Resource Use & Waste Reduction

Action principles

- We minimize our environmental footprint through efficient handling of energy and resources, as well as by reducing the waste and emissions that it produces.
- We strive to make positive contributions to environmental protection using both production and operational measures.

MWh Total energy
consumption

436,145

tons Waste

8,343

m³ Water
consumption

642,499

tons CO₂ emissions

452,496

GRI INDEX

GRI 3-3, 301-3, 302-1, 302-3, 303-1, 303-3, 305-1,
305-2, 305-3, 305-4, 306-1, 306-2, 306-3

GOING GREEN

Our primary goal is to keep the consumption of resources as low as possible.

Summary of Major Indicators

	2020	2021	2022	2023	2024
Energy consumption in MWh total*	323,329	295,345	381,556	388,988	436,145
CO ₂ emissions in tons total ¹	137,192	125,740	140,119	264,198	452,496
Scope 1 CO ₂ emissions in tons total	22,572	21,908	24,776	23,396	21,203
Scope 2 CO ₂ emissions in tons total	68,287	55,564	75,113	78,872	93,908
Scope 3 CO ₂ emissions in tons total	46,333	48,267	40,230	161,930	337,385
Water use in m ³ total	492,556	506,618	663,260	602,437	642,499
Waste in tons total ²	3,458	2,971	2,794	5,860	8,343

* The figures and graphics presented in this chapter apply, unless otherwise indicated, to all NOVOMATIC AG companies for the reporting period from January 1 to December 31 or as of the reporting date of December 31.

¹ CO₂ emissions are made up of CO₂ equivalents of direct Scope 1 emissions from fuel consumption, Scope 2 emissions from energy consumption (location-based calculation method) and Scope 3 emissions (indirect emissions; calculation in accordance with the Greenhouse Gas Protocol). NOVOMATIC has been calculating its Scope 3 emissions in accordance with the internationally recognized Greenhouse Gas Protocol since 2024. The increase in Scope 3 emissions results from the first-time consideration of all Scope 3 emission categories.

² The increase in waste volumes compared to the previous year is the result of generally more detailed recording and special effects in warehousing.

Gumpoldskirchen is not only the headquarters of NOVOMATIC AG, but also a core production site. Key work steps are carried out in-house. The Company achieves an unparalleled vertical integration of 85 percent with its own metal working shop, joinery, printing shop, circuit board production and assembly, and plastics manufacturing as well as internal assembly and shipping logistics. During the production of entertainment devices, attention is paid to selecting energy-efficient components right from the development stage.

Energy & Emissions

NOVOMATIC has been securing energy from renewable sources for years and is committed to using clean energy. The expansion of the photovoltaic system at the headquarters in Gumpoldskirchen, which began in 2023, was completed in the summer of 2024, covering a total area of 20,000 m². In addition, the Group-wide expansion of photovoltaic systems was continued. Locations in Germany, Italy, Spain, Hungary, Romania, North Macedonia, Bosnia, Poland, South Africa and Australia already use solar energy through their own photovoltaic systems.

Resource Consumption and Waste Prevention

Raw materials used should be fully recyclable and reusable. A large part of NOVOMATIC's equipment is refurbished and re-used on the market. During this refurbishment process and following an in-depth technical inspection, various components, from monitors to circuit boards, can be replaced in working machines. Functioning components from old machines are removed and refurbished. This means that refurbished components are available at all times. In addition and in some cases, entire used devices can be repaired so that they meet customer requirements. Badly damaged devices are removed and the pieces that cannot be recycled are sent to waste disposal in accordance with the law and environmental standards. Some of the devices are refurbished in the country in question and then used again in the market. The Group-wide circular economy application enables the international subsidiaries of NOVOMATIC AG to view the stock levels in the group and to buy equipment directly from stock or to sell their own inventories.

AT A GLANCE

ACTIVE IN THE COMMUNITY

TAKING ON RESPONSIBILITY

Material topics

- Sponsorship Activities and Partnerships
- Donations and Volunteer Work

Action principles

- We make an important contribution to society through sponsorships, donations and volunteering.
- We see ourselves as active and responsible citizens, investing in the community.
- We foster valuable partnerships and sustainable initiatives.

In exchange with around
100 interest groups

~100

DONATION FOCUS

- Urgent help
- Helping people to help themselves
- Regionality

Selection criteria

- Certification with a donation seal of quality
- Transparency concerning the use of funds
- Long-term nature and scope of the effect

SPONSORSHIP FOCUS

- Sports and competition
- Prevention and player protection
- Arts and culture
- Strengthening the economy

Selection criteria

- International and regional connection
- Promotion of education and talent
- Long-term cooperation before short-term activism

ACTIVE IN THE COMMUNITY

NOVOMATIC is an active member of society and takes responsibility.

NOVOMATIC makes an important contribution to society through social and community involvement in the form of sponsorships, donations and volunteer work. The areas in which the company wishes to be active with sponsorships and donations are precisely defined and are evaluated on an on-going basis. Precisely defined donation and sponsorship criteria and binding corporate guidelines provide a clear framework for decision-making and action.

Every year, NOVOMATIC receives a large number of requests for sponsorship and donations, which are evaluated in line with clearly defined priorities and criteria. Suitable initiatives and projects are selected and supported in compliance with binding corporate guidelines. Every request received is considered and answered in a timely manner.

Sponsorship Activities and Partnerships

Sponsorship focus

- Sports and competition
- Prevention and player protection
- Art & culture
- Strengthening the Economy

Selection criteria

- International and regional connection
- Promotion of education and talent
- Long-term cooperation before short-term activism

In accordance with the Group Responsible Entertainment policy, which is mandatory across the Group: "The company does not enter into sponsorship collaborations with organizations such as daycares, elementary schools, youth organizations or at events primarily aimed at children and minors."

Donations and Volunteer Work

Donation focus

- Urgent help
- Helping people to help themselves
- Regionality

Selection criteria

- Certification with a donation seal of quality
- Transparency concerning the use of funds
- Long-term nature and scope of the effect

Another pillar of social commitment at NOVOMATIC is the donation of time and resources. Corporate Volunteering is an initiative through which the company supports socially beneficial projects by making use of the energy, expertise, and time of employees.



Presents handed over for the 2024 wish list campaign

IMPRINT

In order to improve readability, some terminology is used only in its masculine form. Nevertheless, all passages refer equally to members of both genders.

We have prepared this report with the utmost care and have checked the data therein. Nevertheless, errors arising from rounding, typesetting or printing cannot be excluded. The aggregation of rounded amounts and percentages may result in rounding differences due to the use of automated computational aids.

This report includes forward-looking statements based on information currently available to us. These forward-looking statements are usually identified by expressions such as “expect”, “estimate”, “plan”, “calculate”, etc. Please note that various factors could cause actual circumstances – and therefore also actual results – to deviate from the expectations outlined in this report. Statements referring to people apply to both men and women.

This annual report is also available in German. In the event of disputes, the German version shall take precedence.

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