

Austrian Brand Value Study 2025: NOVOMATIC ranks highly in brand value and ESG

The international gaming technology group NOVOMATIC has yet another reason to celebrate in its 45th anniversary year. In the Austrian Brand Value Study 2025, which was conducted by the European Brand Institute (EBI), NOVOMATIC has once again been named Austria's second most valuable brand, and also achieved an impressive second place for the first time in the ESG ranking.

Gumpoldskirchen, June 25, 2025 – The European Brand Institute has presented the results of this year's study of Austria's most valuable and sustainable brands. In the 22nd EBI ranking, NOVOMATIC has maintained its position as the second most valuable corporate brand in the country for the sixth time in a row, with an increase in brand value of 3.1% to EUR 3.859 billion. Achieving this ranking means that Europe's largest gaming technology group is once again just behind the longtime leader of the ranking, Red Bull.

NOVOMATIC is also setting a particularly stellar example in the area of sustainability, occupying second place in the EBI Sustainable Brand Ranking for the very first time. This top position recognizes the company's comprehensive ESG commitment, which ranges from environmental measures and social responsibility to responsible corporate governance. This commitment is confirmed by not only independent ESG rating agencies but also flagship projects such as the Group's largest photovoltaic system, which highlights NOVOMATIC's unwavering commitment to its sustainability strategy.

"Brand value is a key indicator of corporate strength, recognition, and trust. The company's excellent performance in both rankings clearly demonstrates the effectiveness of our long-term brand strategy, the success of our growth plan, and our innovative power. At the same time, this performance reflects the success of our efforts to implement our comprehensive ESG program," says **Stefan Krenn, Executive Board Member of the NOVOMATIC AG.**

The Austrian Brand Value Study is carried out annually by EBI. 180 corporate brands – over 45 percent of which are Austrian owned – from 16 different industries were analyzed in 2025. The brands are valued in accordance with international standards (ISO 10688 and ISO 20671).

This outstanding performance underlines that NOVOMATIC has successfully consolidated its position as one of Austria's leading companies with a global presence in its anniversary year.

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs more than 20,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in more than 50 countries, and exports innovative gaming equipment, system solutions, lottery system solutions, and services to about 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in its own approximately 2,100 own electronic and regular casinos, as well as via rental models.

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and services, through management systems, cash management solutions, and online, mobile, and social gaming solutions, to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit www.novomatic.com

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