

Green light for international expansion: NOVOMATIC acquires French casino group

Successful approval from all state authorities paves the way for strategic expansion in France.

Gumpoldskirchen/Falaise, July 1, 2025 – Following an in-depth review by all relevant licensing and regulatory bodies, the Austrian gaming technology group NOVOMATIC has successfully completed its acquisition of the French Vikings Casinos group. This move will strengthen the company's presence in one of Europe's most important gaming markets and underscores its long-term focus on sustainable growth and international diversification.

Established in Falaise in 1998, the Vikings Casinos group is one of the leading casino operators in France and has over 300 employees. The company currently operates around 1,000 gaming terminals in more than 10 live casinos across the country, including prime locations along the Côte d'Azur. The acquisition will enable NOVOMATIC to substantially enlarge its portfolio of services in one of Europe's largest gaming regions and forge ahead with its international growth strategy.

"The acquisition of Vikings Casinos is a key part of our efforts to build up NOVOMATIC's presence on international markets in a targeted manner. France is one of the most dynamic and most challenging gaming markets in Europe. By making this investment, we are not only reinforcing our leading position in Europe but also demonstrating our clear commitment to our long-term global expansion strategy," says **Stefan Krenn, Executive Board Member of the NOVOMATIC AG.**

The fact that French regulatory approval has been obtained is not only a testament to the confidence in the expertise and reliability of NOVOMATIC, but also opens the door to plans for further developing the French casino business under the umbrella of a leading global gaming technology group.

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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