

NOVOMATIC Italia showcases innovation and responsible growth at SiGMA 2025

NOVOMATIC Italia played a key role at SiGMA Central Europe 2025, one of the leading international events for the gaming and digital technology industry, which was held in Rome from November 4 – 6. The Group showcased ADMIRAL Pay, the payment institution authorized by the Bank of Italy, and Quigioco, its online gaming brand, presenting an integrated and sustainable vision for the future of payments and digital entertainment.

Gumpoldskirchen/Rome, November 10, 2025 – The synergy between the Quigioco gaming platform and ADMIRAL Pay was at the heart of NOVOMATIC Italia's presence at SiGMA Central Europe 2025 was. This integrated solution offers legal gaming operators a concrete response to the ongoing transformation of the market, particularly in terms of regulatory compliance.

The combined structure of Quigioco and ADMIRAL Pay ensures fully compliant financial flow management by providing operators with technologically advanced tools that are aligned with the latest Italian legislative requirements. This infrastructure represents an integrated payment system and a complete digital ecosystem that is designed to support operators in an increasingly regulated and competitive market. The model is complemented by B2C solutions, including APay E-Wallet and APay Card, which interface seamlessly with the B2B architecture to expand additional growth opportunities.

Driving the market with technology and security

The collaboration between ADMIRAL Pay and Quigioco marks a key milestone for the Italian market: by adopting integrated digital payment systems, online gaming platforms can now deliver increasingly personalized and secure experiences to their users.

ADMIRAL Pay technology enables rapid conversion between cash and digital currency, ensuring instant and secure transactions that meet the highest international standards. For PVRs (Punti Vendita Ricarica: venues authorized to sell recharges for online gaming) and operators, this means access to an advanced payment tool that simplifies operations and guarantees efficiency, even during peak periods.

Meeting new regulatory and market demands

The digital payments and gaming sector in Italy is now subject to increasingly stringent regulatory standards that are designed to ensure maximum security, traceability, and transparency. The integration of Quigioco and ADMIRAL Pay fully meets these requirements, offering a unique solution that strengthens compliance while enhancing the customer experience. By managing financial flows in a compliant manner, operators can reduce risks and provide players with immediate and secure access to their funds. This model translates into trust and long-term loyalty, creating value across the entire supply chain.

Responsibility and leadership: the pillars of the future

SiGMA Central Europe 2025 was also an opportunity to highlight NOVOMATIC's commitment to promoting responsible gaming and continuous product innovation. The target is to maintain industry leadership by investing in technologies that not only enhance the user experience but also ensure maximum player protection and operator transparency.

"Our goal is to extend the success and expertise that have always defined NOVOMATIC Italia in the land-based sector into the digital world," said **Markus Buechele, CEO of NOVOMATIC Italia**. "We want to offer operators and players an integrated ecosystem that combines technology, security, and innovation, reaffirming our Group's leadership in online gaming."

This strategic vision was recognized when NOVOMATIC Italia received the "B2B Industry Leader Italy 2025" award at the SiGMA B2B Awards, in honor of the company's excellence and ongoing commitment to an innovative, responsible, and sustainable approach to development. The Group is not only addressing evolving market and regulatory challenges but also paving the way for a future in which innovation and sustainability move forward together.

Through ADMIRAL Pay, Quigioco and the major innovations showcased at SiGMA, NOVOMATIC Italia demonstrates how the convergence of digital payments and online gaming can drive growth, security, and long-term sustainability across the industry. By being built on innovation, responsibility, and strategic vision, this model is positioning the company at the forefront of a tech-driven and sustainable future.

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs about 20,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 45 countries, and exports innovative gaming equipment, system solutions, lottery system solutions, and services to more than 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in its own more than 1,400 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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