

NOVOMATIC delivers spectacular innovation at ICE 2026

At ICE 2026 in Barcelona, NOVOMATIC once again demonstrated why it is one of the world's leading gaming technology groups. As the show's largest exhibitor, the Group impressed international visitors with cutting-edge cabinet technology, high-performing game content, advanced system solutions, and an integrated end-to-end product landscape. NOVOMATIC also emerged as the most successful company at the European Casino Awards.

Gumpoldskirchen/Barcelona, January 29, 2026 – From January 19 to 21, ICE Barcelona was once again the global hub of the gaming industry. With a booth of over 4,500 m², NOVOMATIC brought its comprehensive 360-degree portfolio to life, spotlighting the latest advances in gaming technology and integrated solutions. Alongside representatives of NOVOMATIC headquarters, numerous subsidiaries and technology partners, including NOVOMATIC Gaming Spain, NOVOMATIC Gaming UK, NOVOMATIC Italia, LÖWEN ENTERTAINMENT, APEX, and Ainsworth, showcased their latest innovations. A dedicated area for visitors from Latin America was another highlight of this year's presence. Bespoke market solutions and regional concepts underlined the Group's strong footprint across more than 130 markets worldwide.

Besides its technology showcase, NOVOMATIC's booth offered a vibrant and welcoming atmosphere as well as distinctive hospitality and entertainment. Traditional culinary specialties, including freshly prepared Austrian sausages and the AdmiralBet Pub with live sports coverage, were complemented by interactive attractions such as a darts challenge with German pro Max Hopp and a dedicated **Fiesta Spirit™** photo booth.

Premium cabinet engineering: next-generation performance on the gaming floor

A major focus at ICE 2026 was NOVOMATIC's continuously advancing premium cabinet portfolio, which underlines the Group's technical expertise in hardware development, player ergonomics, and audiovisual immersion. The internationally acclaimed **V.I.P. X Galaxy™ 2.65** turned many heads, with its premium comfort concept further expanded through the global launch of the **V.I.P. X Galaxy™ Lounge 2.65**. This version of the cabinet delivers a high impact immersive experience in the more compact footprint enabled by the "Mamba" seating solution.

NOVOMATIC also showcased the **DIAMOND X™ Quattro 1.55J**, the Group's flagship cabinet and one of the most successful concepts on the international market. With their cutting-edge display technology, refined glass touch deck, and optimized sound performance, the DIAMOND X™ models featured monumental sign solutions that dominated the booth. The scalable DIAMOND X™ family of cabinets supports multiple game formats, Linked Progressives, and high-impact jackpot installations, enabling high-visibility flagship deployments.

XTENSION WORLD in action: Linked Progressives and game innovation

NOVOMATIC unveiled a strong lineup of new Linked Progressives and Multiple Feature Games under the XTENSION WORLD umbrella. Key premieres included **VISION LINK™**, a new generation of jackpot mechanics and player engagement models engineered to maximize dwell time and floor performance. Another highlight was **XTENSION LINK™ Volume 5**, expanding one of NOVOMATIC's internationally most successful game families with a powerful new portfolio of feature-rich titles designed for sustained player appeal. A further addition to the multi-feature portfolio, **IMPERA PROLINK™ 2**, delivers advanced jackpot mechanics and feature-driven gameplay designed to enhance performance across multiple markets.

On the NOVO LINE™ platform, **RISING TREASURES™ II** attracted strong attention, expanding the established brand with new themes, enhanced bonus structures, and high-volatility win potential tailored to evolving player preferences. Completing the showcase, NOVOMATIC presented its latest game mixes, including the highly customizable **GAMINATOR™ X5** and the new **Impera Line HD™ Edition 10**, whose powerful tools allow operators to tailor content portfolios to local requirements and strategic floor objectives.

System intelligence: Novo Unity™ Pro and NOVOVISION™

In the Electronic Table Games segment, **Novo Unity™ Pro** confirmed its status as one of the industry's most advanced ETG platforms. With a highly modular architecture that meets the evolving operational demands of modern gaming floors, the solution supports a broad portfolio of electronic live games, including Roulette, Blackjack, Baccarat, and Sic Bo, while advanced functionalities such as Simultaneous Betting deliver maximum flexibility, throughput, and table utilization for operators.

NOVOMATIC's visionary Casino Management System **NOVOVISION™** was once again a top attraction at ICE, underlining its role as a strategic backbone for state-of-the-art gaming floors. With its cutting-edge technology, the scalable CMS was demonstrated to new record numbers of visitors, with its broad functionality, real-time data analytics, and seamless floor-wide integration.

Frontrunner at the European Casino “Oscars”

ICE 2026 once again hosted the prestigious European Casino Awards, where NOVOMATIC emerged as the most successful company, securing four major honors and reinforcing its preeminent position in global gaming. The Group received awards for the **Best Slot Machine – DIAMOND X™ Quattro 1.55J**, **Best Electronic Table Gaming Product – Novo Unity™ Pro**, and **Best CMS/Software Product – NOVOVISION™**, as well as the **Sustainability Initiative Award – Photovoltaic Systems**.

NOVOMATIC also received the **ICE Landmark Award 2026** to honor its founder Prof. Johann F. Graf for 45 years of entrepreneurial vision, innovation, and sustained international expansion. The award was accepted by Stefan Krenn, Member of the Executive Board of NOVOMATIC AG, on behalf of Prof. Graf. Together, these awards highlight the strength of NOVOMATIC's 360-degree portfolio and firmly position the Group at the forefront of the international gaming industry.

Stefan Krenn, Member of the Executive Board of NOVOMATIC AG, emphasizes: “ICE 2026 marked yet another defining moment for NOVOMATIC. The international recognition that we received reflects the consistency of our strategic course and the capabilities of our technology solutions. Our award-winning portfolio of cabinets, games, ETG platforms, and system intelligence illustrates the scale and integration of our global offering. We would like to thank our customers and partners worldwide for their continued trust, and our more than 26,000 employees, whose professionalism and commitment drive our sustained success.”

Thomas Schmalzer, VP Global Sales and VP Product Management NOVOMATIC AG, adds: “The response to our innovations at ICE 2026 confirmed that we are precisely meeting the needs of today's gaming floors. We greatly value the close collaboration with our customers and partners worldwide, whose feedback enables our teams to deliver state-of-the-art products and solutions that drive player satisfaction and operator performance. We look forward to a successful year for the industry and to meeting again at ICE 2027 and other international events in the months ahead.”

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 26,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 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 approximately 2,000 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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