

NOVOMATIC makes brand history as the first gaming technology company worldwide to achieve ISO 20671 “Certified Brand” status

International recognition confirms excellence in brand management and long-term brand strength.

Gumpoldskirchen, June 10, 2026 – The NOVOMATIC brand has successfully achieved certification in accordance with the international ISO 20671 standard, “Brand Evaluation – Principles and Fundamentals,” and has been awarded the prestigious “Certified Brand” seal. This makes NOVOMATIC the first gaming technology company worldwide whose brand has been comprehensively appraised on the basis of this internationally standardized evaluation model.

The certification process is based on a structured and transparent assessment framework that evaluates brand strength and long-term development potential. In line with ISO standards, key aspects of NOVOMATIC’s corporate and brand management in Austria were analyzed, including innovation capability, quality standards, service orientation, market performance, and the brand’s impact on customers, partners, and stakeholders. The assessment also covered brand protection and market and trend analyses, as well as transparent reporting and governance processes.

“Our brand stands for clear standards and the highest level of quality,” said **Stefan Krenn, Member of the Executive Board of NOVOMATIC AG**. “As the first gaming technology company worldwide with an ISO 20671-certified brand, we are setting a new benchmark for future-oriented brand management and reaffirming our commitment to shaping the gaming industry through innovation, quality, and sustainable brand development.”

The certificate was presented during the International NOVOMATIC Marketing & Communications Summit, which was hosted this year by the NOVOMATIC subsidiary LÖWEN ENTERTAINMENT in Bingen, Germany. The event brought together marketing and communications experts from more than 30 countries and provided the ideal setting to celebrate this significant acknowledgement of NOVOMATIC’s brand management excellence.

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 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 own approximately 2,000 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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