

Austrian Brand Value Study: NOVOMATIC defends top ranking

The international gaming technology group NOVOMATIC has once again been ranked as the second-most valuable corporate brand in Austria in the 2026 Austrian Brand Value Study, conducted by the European Brand Institute (EBI). NOVOMATIC also retains its outstanding second place in the Sustainable Brand Ranking.

Gumpoldskirchen, July 1, 2026 – In the 23rd edition of the Austrian Brand Value Study, the European Brand Institute (EBI) once again recognized the country's most valuable and sustainable brands. NOVOMATIC continues its winning streak, ranking second behind Red Bull for the seventh consecutive year with a brand value of EUR 3.938 billion, up 2.0% from the previous year.

“This top ranking once again confirms the strong international appeal of the NOVOMATIC brand and the success of our long-term corporate strategy. We have succeeded in further strengthening the NOVOMATIC brand worldwide through continuous innovation, the expansion of our global presence, and a consistent focus on sustainable growth. The fact that we are once again among the leading companies in the Sustainable Brand Ranking shows that economic success and responsible business practices are inextricably linked at NOVOMATIC,” explains **Stefan Krenn, Member of the NOVOMATIC AG Executive Board**.

This prestigious award highlights NOVOMATIC's strong market position and sustainable growth. The company has consistently ranked among Austria's most valuable corporate brands since 2020. The evaluation is based on international standards and considers factors including brand strength, brand potential, trends, and economic performance.

NOVOMATIC's renewed second place reaffirms its position as a leader in the Sustainable Brand Ranking. A key factor in this success is the Group's corporate responsibility and ESG program, which firmly integrates environmental, social, and governance aspects into the long-term corporate strategy. The effectiveness of these measures is regularly confirmed by independent ESG rating agencies.

The Austrian Brand Value Study is conducted annually by the European Brand Institute. For the 2026 ranking, 180 brand-name companies from 16 industries were analyzed, more than 45 percent of which are Austrian-owned. The evaluation is conducted in accordance with the international standards ISO 10668 and ISO 20671.

With its top rankings in both the Brand Value and Sustainable Brand categories, NOVOMATIC AG has once again underscored its position as one of Austria's most important companies with international influence.

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology companies in the world and employs around 26,000 employees. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in approximately 50 countries, and exports innovative gaming equipment, system solutions, lottery system solutions and services to more than 130 countries. The NOVOMATIC AG Group operates gaming devices and video lottery terminals (VLT) in approximately 2,000 of the company's own electronic and regular casinos, as well as through leasing 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 portfolio of products for partners and customers worldwide. This ranges from terrestrial gaming products and service through management systems and cash management solutions, 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. Further information can be found at www.novomatic.com

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