

Strong Brand, Prestigious Award: NOVOMATIC Once Again Named “Superbrand Austria”

According to Superbrands Austria, Europe’s leading gaming technology group remains one of Austria’s leading brands in 2026/2027.

Gumpoldskirchen, September 1, 2026 – The world’s largest independent organization for brand evaluation has awarded NOVOMATIC the prestigious “Business Superbrand Austria” seal for the years 2026/2027. The autonomous panel of experts evaluates the most significant consumer and business brands in approximately 90 countries on the basis of a set of internationally standardized criteria. As a result, NOVOMATIC has once again been named one of Austria’s most powerful brands. This renowned award underscores the international appeal of the Lower Austrian technology group.

“This latest recognition as a Business Superbrand Austria is a special acknowledgment of our brand’s international standing and consistent innovative strength. Our more than 26,000 employees make a significant contribution to this; with their expertise and dedication, they play a decisive role in shaping NOVOMATIC’s success,” emphasizes **Stefan Krenn, Member of the Executive Board of NOVOMATIC AG**, during the ceremonial handing over of the Superbrands seal at the Group’s headquarters in Gumpoldskirchen.

Regional Director of Superbrands Austria, András Wiszkidenszky, highlights: “NOVOMATIC has established itself over many years as a strong and internationally successful brand. Continuity, trust, and the ability to successfully evolve in a dynamic market environment are what particularly characterize the company. This renewed recognition underscores this successful development, and I extend my sincerest congratulations to the entire NOVOMATIC team.”

For more information about Superbrands Austria and the evaluation process, please visit www.superbrands.at.

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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