NOVOMATIC Italia makes a strong statement at SiGMA 2026

From cutting-edge gaming technologies and digital solutions to responsible entertainment, NOVOMATIC Italia showcased the strength of its integrated ecosystem at SiGMA World 2026 in Rome. The successful exhibition was crowned by three prestigious SiGMA Italia Awards.

Gumpoldskirchen/Rome, November 12, 2026 – Held in Rome from November 2-5, SiGMA World 2026 brought together regulators, industry leaders and technology providers from across the global gaming sector, creating a valuable platform for dialogue on the trends and innovations shaping the future of regulated gaming.

At the heart of NOVOMATIC's presence was **NOVOLAND**, the exhibition concept designed to bring together the Group's entire ecosystem within a single immersive experience. More than a product showcase, NOVOLAND reflected NOVOMATIC's commitment to delivering a seamless entertainment ecosystem that integrates land-based gaming, digital services, payment solutions and innovative technologies aimed at supporting operators and enhancing the customer experience.

Among the highlights were NOVOMATIC's latest land-based gaming innovations, including advanced gaming cabinets, a whole new set of VLT games from the **XTENSION LINK™** series and a selection of AWP successful titles developed by NOVOELSY and Sanremo Games, the Group's Italian software development companies.

NOVOLAND also showcased **NOVOLINE Easy VLT**, the Group's cashless solution developed for venues within ADMIRAL Gaming Network, one of NOVOMATIC Italia Group’s gaming concessions and the concessionaire responsible for managing its telematic network of gaming machines. The solution streamlines venue operations while delivering a seamless, secure, and compliant gaming experience in a market where cashless land-based gaming had not previously existed. **ADMIRAL Pay**, the Group's payment institute, presented its portfolio of payment and phygital solutions designed to simplify transactions and strengthen the integration between physical and digital channels.

Further expanding the ecosystem on display was **Quigioco**, the online gaming platform of NOVOMATIC Italia, including its latest self-service solutions designed to facilitate access to online gaming services through retail locations and strengthen the connection between digital channels and the land-based network. NOVOLAND also brought together **VaBanq**, dedicated to live gaming experiences, and **N-STREAM**, the Group's streaming and infotainment platform developed for gaming venues, and **NovoShop**, the new e-commerce platform for b2b customers. A dedicated area was reserved for **NOVO CAFÈ**, NOVOMATIC's venue concept that combines contemporary design, comfort and customer-centric solutions to create modern and welcoming gaming environments.

Beyond products and technologies, SiGMA World 2026 provided NOVOMATIC with an opportunity to reaffirm the principles that guide its long-term development strategy. Throughout the event, the Group highlighted the importance of innovation, clear regulation, consumer protection and collaboration among industry stakeholders as fundamental pillars for sustainable market growth.

The event also served as a platform to showcase NOVOMATIC's initiatives supporting local communities and sport through **APay E-Wallet**, ADMIRAL Pay's digital wallet brand. Representatives of the **Italian Handball Federation** and **FC Como Women** joined NOVOMATIC during the exhibition, highlighting the Group's commitment to positive social impact through sport and community engagement.

Responsible gaming remained a central theme throughout NOVOMATIC's presence at the event. During SiGMA World 2026, the Group showcased the latest developments in its responsible gaming initiatives, including the "**Usa La Testa**" (Use Your Head) awareness campaign developed in collaboration with former football goalkeeper **Walter Zenga, NOVOMATIC Italia Brand Ambassador**. The initiative reflected the Company's ongoing commitment to fostering a safe and informed gaming environment while encouraging a balanced and responsible approach to entertainment.

Adding to the success of the exhibition, NOVOMATIC Italia received three prestigious accolades at the SiGMA Italia Awards 2026. **Book of Ra™ Treasure Gods** was named **Best Game of the Year 2026**, while **ADMIRAL Pay** received the award for **Best Payment Solution 2026**. The Group's longstanding commitment to player protection and responsible entertainment was also recognised with the **Responsible Gaming Award 2026** for **NOVOMATIC Italia**. Together, these distinctions underline the Group's strength in gaming innovation, payment technologies and responsible gaming.

“SiGMA World has once again provided an excellent opportunity to connect with our customers and partners and demonstrate the strength of NOVOMATIC's integrated offering. Receiving three prestigious awards makes this year's participation particularly rewarding and is a great recognition of the dedication and expertise of our teams. I would like to sincerely thank our customers and partners for their continued trust, as well as everyone who contributed to making NOVOLAND such a success. We look forward to building on this momentum and continuing to shape the future of gaming in Italy together,” said **Markus Büchele, Managing Director of NOVOMATIC Italia**.

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 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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