

## Pressespiegel 2022

Berichterstattung  
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **24.01.2022 / KW 03**

www.gamingintelligence.com, 21.01.2022

## **GREENTUBE EXPANDS US SOCIAL CASINO PRESENCE WITH GAN**

21st January 2022 8:13 am GMT



**Greentube, the interactive division of gaming supplier Novomatic, has rolled out its social casino content with GAN-powered brands in the United States.**

Greentube has rolled out a range of games to GAN-powered social casino operators, including The Chickasaw Nation (Oklahoma), San Manuel Digital (California), The Snoqualmie Tribe (Washington), and Penn Interactive (nationwide).

Initial titles include Diamond Cash: Mighty Elephant, and popular land-based favourites Apollo God of the Sun, Strike it Gold Winways, and Fuzanlong.

Further social titles will be added to GAN's platform in the coming weeks as Greentube continues to strengthen its presence in the US social casino market.

"We are excited about our partnership in the US with GAN, in which we have furthered our relationship by launching social content via 16 of its gaming sites," said Greentube head of sales and key account management Markus Antl. "The US is a hugely important market for us heading into 2022, and this alliance gives players from coast to coast the chance to access and enjoy a large selection of our most popular games."



GAN chief executive Dermot Smurfit said: "Greentube is renowned across the world for its engaging and highly entertaining games, so the opportunity to be able to showcase a bespoke selection of social titles in the high-growth US market is a major boon for both our operator brands and the players who can now access iconic gaming experiences."

Shares in **GAN Ltd (NASDAQ:GAN)** closed 2.16 per cent lower at \$6.80 per share in New York Thursday.

## Erstes Löwen Dart HB10 läuft vom Band

Das erste Löwen Dart HB10 der Serienproduktion ist in Bingen vom Band gerollt.

Mit neuen Trainings- und Spiel-Modi, modernen Spielanzeigen und künftig auch einer App-Anbindung tritt das HB10 die Nachfolge des Löwen Dart HB8 an.

„Mit dem neuen HB10 wollen wir an die Erfolgsgeschichte des Löwen Dart HB8 anknüpfen“, sagt Helmut Schneller, Leiter Produktmanagement Compactsport bei Löwen Entertainment.

Löwen Entertainment teilt mit, dass die ersten Geräte Anfang Februar ausgeliefert werden.



Löwen Entertainment startet mit der Produktion der Löwen Dart HB10.

### 33 777 Exemplare des HB 8 produziert

Kurz vor dem Produktionsstart des HB10 wurden in Bingen die letzten Löwen Dart HB8 produziert. Seit 2000 fertigte Löwen Entertainment 33 777 Exemplare des beliebten Löwen-Dartgeräts im Binger Produktionswerk und verschickte sie in die ganze Welt.

### Ersatzteile für HB 8 auch künftig erhältlich

Trotz des Endes der Serienproduktion seien auch künftig noch Ersatzteile für das Löwen Dart HB8 erhältlich, so Schneller.



## GREENTUBE boosts social casino presence in US with GAN deal

January 20, 2022

*Antl: "This alliance gives players from coast to coast the chance to access and enjoy a large selection of our most popular games"*

VIENNA – Greentube, the NOVOMATIC Interactive division, has enhanced its offering in the US after taking its social gaming content live with Game Account Network (GAN) brands across the country.

The new partnership has seen Greentube launch a range of specially selected games, based on research into US player preferences, to GAN-powered operators The Chickasaw Nation (Oklahoma), San Manuel Digital LLC (California), The Snoqualmie Tribe (Washington), and Penn Interactive (nationwide).



Markus Antl

These include successful land-based games as well as powerful, exclusive real-money and social titles that have proven majorly successful in other markets. Diamond Cash: Mighty Elephant, which is a top performer globally, is among the first batch of titles to go live, as well as land-based favourite Apollo God of the Sun, Strike it Gold Winways, and Fuzanlong.

In the coming months, further social titles will be added to 16 of GAN's gaming sites as Greentube continues to strengthen its influence in the burgeoning US social gaming market.

Markus Antl, Head of Sales and Key Account Management at Greentube, said: "We are excited about our partnership in the US with GAN, in which we have furthered our relationship by launching social content via 16 of its gaming sites. The US is a hugely important market for us heading into 2022, and this alliance gives players from coast to coast the chance to access and enjoy a large selection of our most popular games."

Dermot Smurfit, CEO of GAN, said: "Greentube is renowned across the world for its engaging and highly entertaining games, so the opportunity to be able to showcase a bespoke selection of social titles in the high-growth US market is a major boon for both our operator brands and the players who can now access iconic gaming experiences."

Step inside the "Home of Games" with Greentube, delivering safe and secure casino entertainment to players around the world. As the NOVOMATIC Interactive division, Greentube offers a diversified portfolio of Video Slots, Table Games, AWP Reloaded Slots, Server-Based Gaming, Social Casino Gaming, Video Bingo, and more. Greentube's Omni-channel technology is at the forefront of gaming innovation and converges online, mobile, and land-based gaming.



Dermot Smurfit

## Löwen-Service: Neuer Trainingskatalog



Ab sofort ist der neue Trainingskatalog des Löwen-Service für das Jahr 2022 verfügbar. Darin informiert die technische Serviceorganisation von Löwen Entertainment über das aktuelle Schulungsangebot für Automatenunternehmer sowie deren Mitarbeiter.

In den Trainings erfahren die Teilnehmer alles, was sie für ihre Arbeit mit den Produkten von Löwen Entertainment benötigen. Neu ist das Trainingskonzept, das sich Löwen zufolge künftig noch stärker an den Bedürfnissen der Teilnehmer orientiert. Im Dialog mit dem Kunden ermitteln die erfahrenen Trainer des Löwen-Service den Trainingsbedarf. Gemeinsam werden das Trainingsziel sowie die Inhalte definiert. Bei der Konzeption werden diese konkret an den Anforderungen und Rahmenbedingungen des jeweiligen Unternehmens ausgerichtet. Neben diesen maßgeschneiderten Individualtrainings besteht natürlich aber auch weiterhin die Möglichkeit, standardisierte Trainings zu buchen.

### **Flexibilität bei der Durchführung der Trainings**

Bei der Durchführung des Trainings zeigt sich der Löwen-Service flexibel: Die Schulungsinhalte können je nach

Thema in Präsenz direkt bei einem Unternehmen vor Ort, im Schulungszentrum des Löwen-Service in Bingen, einer Löwen-Niederlassung, in einem Tagungshotel oder digital per Live-Online-Training vermittelt werden.

Der aktuelle Trainingskatalog des Löwen-Service sowie das entsprechende Anmeldeformular sind online verfügbar.

OMNICHANNEL EXPANSION IN LATAM

## Ainsworth games go live with Colombian online casino BetPlay



2022-01-20 Colombia

🕒 Reading time 1:08 min

**Ainsworth Game Technology** is taking its gaming library live with **BetPlay**, the online casino division of **Corredor Empresarial S.A.**, one of the top sports betting and online slot providers in the Colombian market. They are the official sponsors of Colombian professional soccer with the **BetPlay League** and the **Colombian professional soccer team**.

The Australian provider's extensive line of slot games, with a proven history in the land-based casino market, is now available on BetPlay. Popular games like **Mustang Money, Action Dragons, and Electric Nights**, plus many others offer players incentives like **progressive jackpots, free games, bonuses**, all unique features in these new games.

"Formalizing an alliance with Ainsworth was essential for us at BetPlay since their international positioning as an industry leader in quality and innovation are a guarantee of success. We've witnessed their dedication to being on the industry's leading edge ourselves over the years. We gain a great sense of trust knowing that we are on the right track, hand in hand with Ainsworth," commented **Germán Segura, General Manager of Corredor Empresarial S.A.**

"Ainsworth is committed to expanding our games in the online casino industry across regulated markets throughout Latin-American and we are excited to begin working with BetPlay to offer our proven games," said **Ainsworth Online General Manager Jason Lim**.

"Ainsworth continues with its online growth strategy and this partnership with the leading online top sports betting and online slot provider BetPlay significantly strengthens our position in **Colombia, one of the fastest growing markets with the most favorable regulatory model in the region**," said **Bernie Gamboa, Marketing Director for Ainsworth Latin America**.

## Greentube and Fonbet deal amplifies Greek position

January 18, 2022



**Greentube** has teamed up with **Fonbet** in Greece in a move that strengthens the igaming suppliers footing in the country.

Initially launching six titles as part of the link-up, Fonbet's local players will gain access to Greentube slots such as Book of Ra deluxe, Lucky Lady's Charm deluxe and Dolphin's Pearl deluxe.

"Our content is performing strongly in the Greek market and we are thrilled to reach even more local players through our partnership with Fonbet, a prominent and reputable operator," noted **Lisa Sandner, Greentube's sales and key account manager for Greece**. "We continue our focus to expand in regulated markets and Greece plays an important part in our growth strategy."

Moreover, included within the deal, scheduled to be added in the near future, will be Greentube's Diamond Link and Cash Connection series.

Greentube's content has been available in Greece for several years, but the country recently moved from an interim legal framework for online gambling to become fully regulated, enabling more operators to enter the territory.

**Yiannis Zafiratos, vice president of international operations of Fonbet**, added:

"Greentube's content needs no introduction, and we are pleased to now be able to offer a selection of their best performing titles to our customers. With more games to be added to our offering shortly, we look forward to a long and successful partnership."