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NOVOMATIC Americas secures Canada full distribution via multi-year deal with R2 Gaming



NOVOMATIC Americas announced Monday a new multi-year distribution agreement with **R2 Gaming, Inc.**, with its corporate seat in Burlington, Ontario, allowing both parties to benefit from each other's experience and expand across North America and all regulated Canadian markets.

R2 Gaming Inc. will make available NOVOMATIC Americas' full suite of casino products throughout Canada, including its portfolio of slots such as the "MONEY PARTY Link", "Novo Unity II" electronic table games, and "NOVOMATIC ActionBook" sports betting and player redemption kiosks.

NOVOMATIC's game content will be featured on the **PANTHERA Curve 1.43**, the **V.I.P- LOUNGE Curve 1.43**, the **NOVOSTAR V.I.P. Royal 2.65** and other established NOVOMATIC hardware platforms.

In an official press release, **Rick Meitzler, President and CEO of NOVOMATIC Americas**, stated: "We are pleased to add one of Canada's top distributors as our partner. This collaboration offers us tremendous potential in all of their markets. Our ambitions are aligned in growing the business and expanding our retail presence in Canada. R2 Gaming Inc. and NOVOMATIC Americas together are a powerful combination. With strong relationships and an accomplished team, combined with NOVOMATIC Americas' diverse product portfolio, we welcome the opportunities to grow together. We're excited to explore the possibilities that lie ahead with R2 Gaming Inc. and look forward to providing the Canadian player base with the exceptional entertainment experiences that we are known for around the globe."

R2 Gaming Inc., Co-Founders Rocco DiPaola and Ravi Sharma, added: "We are very excited about this strategic partnership. Combining NOVOMATIC Americas' world-renowned products with R2's customer service and support model will positively impact operators. The partnership will significantly increase NOVOMATIC Americas' presence within the regulated Canadian markets and provide customers access to NOVOMATIC Americas' rich portfolio of products. With both companies having a customer-centric philosophy, we look forward to a long, mutually beneficial partnership."

gamblingnews.com, 20. April 2022

NOVOMATIC Americas Signs Important Deal with Top Canadian Distributor R2 Gaming



IN SUMMARY:

- NOVOMATIC Americas has partnered with R2 Gaming, agreeing to a multi-year distribution deal
- Both companies will expand their presence in regulated Canadian markets
- R2 Gaming will provide Novomatic's casino products, including Novo Unity I, Money Party Link, and Actionbook sports betting

One of the world's largest integrated gaming conglomerates NOVOMATIC Americas has signed a multi-year distribution agreement with one of Canada's most prestigious distributors, R2 Gaming Inc. According to the deal, the famous supplier will provide Novomatic Americas' complete plethora of casino options to Canadian players. The portfolio features slots, sports betting, player redemption kiosks, and electronic table games.

NOVOMATIC Americas Pleased to Work With the Reputable Canadian Distributor

Fully dedicated to supporting its customer base worldwide since its launch in 2012, Austria-based NOVOMATIC Americas is busy running subsidiaries in around 50 countries and over 2,000 gaming facilities worldwide with help from 24,000 employees. The company offers state-of-the-art gaming gear and product support fully focused on customers and their success.

Some of their most important products are their Money Party Link slots, electronic table games like Novo Unity II, their player redemption kiosks, and the ActionBook sports betting products.

Now, all of them and more will be distributed all across Canada. Novomatic Americas' president and chief executive officer Rick Meitzler expressed his delight in joining one of the best gaming distributors in the country in a multi-year partnership. He added that working together with R2 Gaming will trigger "tremendous potential" in all of the supplier's markets, thus aligning with its growth plans in the Canadian retail sector.

Meitzler expressed the company's eagerness to start exploring all the upcoming opportunities while offering the Canadian base of players "exceptional entertainment experiences" that have made them world-famous. Last March, [NOVOMATIC America's and Playtech](#) sealed a similarly important partnership deal.

R2 Gaming's co-founders Rocco DiPaola and Ravi Sharma expressed similar views of excitement regarding the new partnership which they called a strategic one. They both expect the mix between NOVOMATIC Americas' premier products recognized globally and R2 Gaming's own top customer services and support models to have a positive impact on Canadian operators. At the same time, the deal will boost NOVOMATIC Americas' presence in the regulated Canadian market, especially thanks to the shared customer-focused policy that the two companies have in common. R2 Gaming is anticipating a long-term partnership that will equally benefit the two parties.

Where Will NOVOMATIC America's Content Become Available?

According to the deal, NOVOMATIC Americas' top gaming content will be mainly available on a number of hardware platforms belonging to R2 Gaming, including the V.I.P. Lounge Curve 1.43, the Panthera Curve 1.43, and the Novostar V.I.P. Royal 2.65.

The list of products will include 80+ slots like Dancing Lantern or Dancing Tiger, along with NOVOMATIC Electronic Poker featuring games like Caribbean Poker, 3-Card Poker, or Texas Hold'em Poker in a variety of electronic variants: Novo TouchBet 3-Card Poker, Novo TouchBet Caribbean Poker, Novo Flying 3-Card Poker, and others. NOVOMATIC will also make its Electronic Roulette products available, including Novo TouchBet Live-Roulette and Novo Multi-Roulette. Baccarat, Sic Bo, Blacjack and NOVOMATIC Actionbook sports betting will also be distributed to Canadians.

casinointernational-online.com, April 2022

Winners announced for The Casino Awards

Organised by Casino International publisher Datateam Business Media, The Casino Awards took place last night at the Tower Hotel in the heart of London.



IGT picked up an incredible four awards; Best Slot Machine, Best Slot Game, Best New Innovative Product, as well as the Best Diversity and Inclusion Employer; an accolade that highlights companies that demonstrate proactive attitudes towards gender diversity.

The Best Table Gaming Product was won by Cammegh's Mercury 360 RRS, followed by Interblock who won The Best Electronic Table Gaming Product with their Universal Cabinet.

The next award in this group was the Best CMS/Software Product, which was won by Scientific Games, for their Unified Wallet; a product that powers a cardless and cashless gaming experience by allowing players to access funds through an app on their mobile devices to play their favourite slots and tables.

Gary Platt Manufacturing won the Best Casino Seating Product with their Aurora product and NovoCash won Best Cash Handling with Casino Master.

Last in this group we had The Best Player Protection Product/System which was won by Neccton for their product 'mentor'; a Safer Gambling system which is used by online operators to identify potentially problematic gambling.

In the 'Operator' awards, The Hippodrome Casino picked up two awards, taking home the Best Independent Casino Operator and Best Use of Online. As for the Corporate Community Engagement Award, Grosvenor Casinos Russell Square took first place for its incredible work during the pandemic, helping local people in need of food and support.

The Best Marketing Programme was handed to Pasino La Grande Motte for their Pasino Drive initiative, which introduced a unique way to experience the casino while socially distancing.

The Best Multiple Casino Operator of the Year was Holland Casino who, in their 14 casinos, are blending a traditional casino experience with 21st century demands on sustainability, transparency and social cohesiveness.

The Casino Awards not only recognises the operators and products that contribute to the success of the industry, but also the outstanding efforts of individuals from across the sector. Holland Casino won their 2nd award of their evening, with Angelina van Sas picking up the Community Engagement award.

Rising Star Award was presented to Marion Roseneder from Casinos Austria, while the Casino International Outstanding Contribution Award went to TCSJOHNHUXLEY's Nicci Smith.

The penultimate award was the Lifetime achievement award, and after an impressive 45-year career in Casinos, Andrew Millar deservedly won the accolade.

The Awards presentation closed with the hotly-anticipated Best Overall Casino Award. Anchored on a long-term vision that builds on heritage and excellence, the iconic Casino de Monte-Carlo took home this prestigious award.

As well as recognising and rewarding excellence, the event provided a platform to raise awareness and funds for The Gaming Industry for Ukraine, a unique charity appeal formed by the gaming industry designed to raise funds to humanitarian efforts in Ukraine.

The Casino Awards 2022 was sponsored by BetConstruct, Cammegh, Everi, IGT, Interblock, Novomatic, Passport Technology, TCSJOHNHUXLEY and the European Casino Association.

For the full list of winners and highly commended, plus more information and photos from The Casino Awards, visit www.thecasinoawards.com

casino.org, 19. April 2022

Glücksspiel-Konzern Novomatic feiert sein Debüt in Kanada

Novomatic Americas, das Tochterunternehmen des österreichischen Glücksspiel-Konzerns Novomatic, hat eine mehrjährige Vereinbarung mit dem kanadischen Produktvertriebs- und Serviceunternehmen R2 Gaming Inc. getroffen. Dies gaben die beiden Unternehmen am heutigen Dienstag in einer gemeinsamen Erklärung bekannt.



Novomatic erobert den terrestrischen Glücksspielmarkt in Kanada. (Bild: pixabay.com, casino.org)

Die Partnerschaft ermögliche es Novomatic, mit seiner gesamten Produktpalette in den terrestrischen kanadischen Markt einzuziehen. Zum Portfolio des Glücksspiel-Konzerns gehören neben Spielautomaten auch elektronische Tischspiele sowie das Novomatic ActionBook für Sportwetten.

Rocco DiPaola und Ravi Sharma von R2 Gaming seien überzeugt, dass sich die Kombination zwischen dem R2-Supportmodell und den Produkten von Novomatic Americas positiv auf die regulierten kanadischen Märkte auswirken werde:

“ Die Partnerschaft wird die Präsenz von Novomatic Americas auf den regulierten kanadischen Märkten erheblich steigern und den Kunden Zugang zum umfangreichen Produktportfolio von Novomatic Americas verschaffen. Da beide Unternehmen eine kundenorientierte Philosophie haben, freuen wir uns auf eine lange, für beide Seiten vorteilhafte Partnerschaft.

Novomatic auf Erfolgskurs

Rick Meitzler, Vorstandsvorsitzender und CEO von Novomatic Americas, äußerte sich erfreut über die neue Partnerschaft mit R2 Gaming. Die Kooperation ermögliche es Novomatic, seine Präsenz auf dem terrestrischen kanadischen Markt auszubauen.

R2 Gaming Inc. und Novomatic Americas seien eine starke Kombination. Mit einem erfahrenen Team, kombiniert mit dem vielfältigen Produktportfolio von Novomatic Americas, könnten die Partner gemeinsam wachsen. Abschließend erklärte Meitzler, dass sich das Team von Novomatic Americas darauf freue, den Spielern in Kanada seine Produktpalette vorstellen zu können.

Die Novomatic AG meldete in seinem Bericht für das [Geschäftsjahr 2021](#) einen konzernweiten Gewinn vor Zinsen, Steuern und Abschreibungen (EBITDA) von 587,5 Millionen Euro, was einer Steigerung von 92,1 % gegenüber dem Vorjahr entspreche. Der Umsatz im Jahr 2021 habe 1,84 Mrd. Euro betragen.

Dies entspreche einer Steigerung von 5,7 % im Vergleich zum Vorjahr. Novomatic habe 2021 einen Nettogewinn von 65,7 Mio. Euro ausgewiesen. Demgegenüber stehe ein Verlust von 227,8 Mio. Euro im Jahr 2020.

Die Novomatic Gruppe, die in Amerika und Europa bereits stark vertreten ist, arbeitet nun daran, ihre Präsenz in den asiatisch-pazifischen Märkten zu erhöhen. Einen bedeutenden Schritt hat der Konzern bereits im Jahre 2018 durch den Erwerb von 52 % der Anteile am [australischen Spielautomatenhersteller Ainsworth](#) Game Technology Ltd. getan.

casinoonline.de, 19. April 2022

Novomatic Spain versteigert Macarena-Spielautomaten für Spenden an die Ukraine



Novomatic Spain hat einen vom Duo Los del Río signierten Spielautomaten versteigert. (Pressebild: novomatic-spain.com)

Der spanische Automatenaufsteller Galanmatic hat den Zuschlag bei der jüngsten Wohltätigkeitsauktion von Glücksspiel-Betreiber Novomatic-Spain erhalten. Wie Novomatic erklärte, habe Galanmatic einen Macarena-Spielautomaten für 12.000 EUR erhalten. Das Gerät sei eine Spende des Musikerduos Los del Río. Der Erlös komme der **Ukraine** zugute.

Die Gruppe Galanmatic erklärte heute auf ihrer Facebook-Seite:



„Wir sind sehr zufrieden, die Gewinner der Versteigerung zu sein. Der Erlös geht an das Rote Kreuz für das humanitäre Hilfsprogramm in der Ukraine.“

Sowohl Novomatic Spain als auch das Rote Kreuz bedankten sich bei allen, die bei der Auktion Gebote abgegeben hätten. Das Rote Kreuz wies auf seinen Seiten darauf hin, dass die humanitäre Hilfe für die Ukraine auch einen Monat nach der Invasion Russlands ungebrochen fortgesetzt werde.

In Spanien seien mehr als 1.500 Freiwillige des Roten Kreuzes derzeit dabei, Hilfe für die Menschen aus der Ukraine zu leisten. Dazu gehöre, Familien und Kinder aufzunehmen und sie mit allem Nötigen zu versorgen. Dank dieser Hilfsleistungen seien allein auf nationaler Ebene mehr als 26.000 Geflüchtete betreut worden, die Mehrzahl von ihnen Frauen und Kinder.



Song der 90er wird zum Spielautomaten-Hit

Der Spielautomat „Macarena“ der Marke GiGames, der den Erlös einbrachte, war eines der Highlights, das Novomatic Spain in diesem Jahr auf der Glücksspielmesse **FIJMA 2022** in Madrid präsentierte. Bei einem Live-Event stellte das namensgebende Musikerduo Los del Río, bestehend aus Antonio Romero und Rafael Ruiz, eigenhändig den Spielautomaten vor.

„Macarena“ ist der Name eines Sommerhits des spanischen Duos Los del Río aus dem Jahr 1993. Der mutmaßlich von einer Frau namens Macarena handelnde Song ist Teil des Albums „A mí me gusta“ (1993) und entwickelte sich 1994 bis 1996 zum regelrechten Kult. „Macarena“ wurde 1996 beim Finale des SuperBowls gespielt und diente als Musik im Wahlkampf der Demokratischen Partei, bei dem Bill Clinton zum Präsidenten der USA wiedergewählt wurde.

Im Rahmen des Events signierten die Musiker den Spielautomaten. Dabei ließ sich das Duo nicht nehmen, seinen Hit vor zahlreichen Fans und Glücksspiel-Interessierten zu präsentieren:

Der Macarena-Spielautomat, so Novomatic, basiere nicht nur auf den großen musikalischen Erfolgen der 90er. Er solle auch das Ambiente erinnern, das bei klassischen Festen in spanischen Dörfern und Stadtvierteln zu finden sei.