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Novomatic Americas Brings Kathleen McLaughlin as VP of Sales and Marketing



By Fiona Simmons

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IN SUMMARY:

- NOVOMATIC Americas hires Kathleen McLaughlin as VP to boost NA sales and marketing targets
- She has worked as part of the company for several years now and is familiar with its culture and long-term goals
- NOVOMATIC is confident that McLaughlin will help it reach and improve on its financial and strategic goals

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NOVOMATIC Americas has finetuned its executive lineup once again with the addition of Kathleen McLaughlin as VP of corporate North American sales and marketing. This appointment reflects the company's broader ambitions to strengthen its presence in the North American market and create bigger added value for its own operations and customers.

McLaughlin Well-Poised to Boost Novomatic's Products

McLaughlin, though, brings specific advantages that also dovetail with NOVOMATIC's hopes to improve its relationship with customers, offer great collaboration and support, and ensure that high-ROI gaming solutions hit the casino floors of its existing partners.

She is not an unknown face in the company either. In fact, McLaughlin has been working with NOVOMATIC for many years now. She has held important roles such as VP of North American marketing, and VP of North American product management and works directly with NOVOMATIC CEO Rick Meitzler. Commenting on her appointment, Metzler said:

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For over five years working with NOVOMATIC Americas, Kathleen has consistently demonstrated creative leadership and success in delivering and growing our North American customer base while supporting the company's execution against strategic growth initiatives.

NOVOMATIC CEO Rick Meitzler —

In her new duties, McLaughlin will seek to ensure that NOVOMATIC continues to build on successful relationships with corporate clients as she boosts corporate sales.

Working for Years to Realize Present Success

McLaughlin will seek to receive feedback from customers and act on it to improve the overall quality that NOVOMATIC is delivering. McLaughlin herself added:

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“We have spent the last five years listening and strategically expanding our product lines, and we are now prepared to execute on business opportunities in both the near and long-term.”

NOVOMATIC Americas VP of Sales and Marketing Kathleen McLaughlin ———

She will have a lot on her plate, as she will work on the company's Americas' National Account, which means multi-site casino operations, mid-to-large commercial entities, and more. Her appointment comes at a time when NOVOMATIC Americas want to leverage its strengths to further its portfolio in the market and use its global expertise.

She is already familiar with the inner workings of the company and will have no problem interacting with relevant parties who can help her advance her mission statement in her current position.

Meitzler is confident that under McLaughlin's leadership, NOVOMATIC's existing relationship with the company clients will only improve along with growth in overall sale targets and revenue. McLaughlin will be essential to the company achieving its long-term revenue opportunities and realizing better growth.

isa-guide.de, 15.6.2022

NOVOMATIC Americas promotes Kathleen McLaughlin to Vice President of Corporate North American Sales and Marketing

NOVOMATIC Americas announced today that Kathleen McLaughlin has been named Vice President of Corporate North American Sales and Marketing. The appointment highlights NOVOMATIC'S commitment to customer alignment, including greater support in collaborating with corporate customers to implement high-return gaming solutions on their casino floors. A member of NOVOMATIC's Global Marketing Forum, McLaughlin has served in various roles including Vice President of North American Marketing and Vice President of North American Product Management since December 2017 and continues to report to President and Chief Executive Officer Rick Meitzler.



As Vice President of Corporate North American Sales and Marketing, Kathleen McLaughlin will oversee the company's efforts to enhance corporate sales and focus resources on the development of corporate customer relationships, further strengthening customer sales and service initiatives throughout North America. She is responsible for NOVOMATIC Americas' National Account customers, including multi-site casino operators and other key customers with mid-to-large commercial operations. Among other initiatives, the corporate sales effort is focused on establishing multi-year partnerships and collaborative development opportunities with customers. McLaughlin's new responsibilities reflect recently implemented initiatives aimed at refining NOVOMATIC Americas' product plans to use its content and product development strengths.



As Vice President, North American Marketing since December 2017 and earlier as a consultant in Marketing for NOVOMATIC (beginning January 2015), McLaughlin has held the primary responsibility of Vice President of Marketing and Product Management, North America, during which time she worked closely with internal and external customers to further their understanding of the company's key product and technology initiatives. She joined NOVOMATIC officially in 2017, and before joining the company held various key license

positions in marketing and operations for several world-class casino operators and vendors.

Rick Meitzler, President and Chief Executive Officer of NOVOMATIC Americas, commented, "For over five years working with NOVOMATIC Americas, Kathleen has consistently demonstrated creative leadership and success in delivering and growing our North American customer base while supporting the company's execution against strategic growth initiatives. Her ability to lead North American corporate sales and build upon the strong relationships the sales team enjoys with our customers will be vital. Kathleen will play a significant role in achievement of our financial and strategic goals, including our prioritization of resources on near-term revenue opportunities."

Kathleen McLaughlin, said, "Our customers' current product needs and plans, and our ability to respond accordingly are critical to NOVOMATIC America's growth and ultimate success. I'm pleased to work with such an accomplished sales organization and to be given the opportunity to build on the solid foundation that they have worked hard to establish. We are more engaged with our customers than ever. We have spent the last five years listening and strategically expanding our product lines, and we are now prepared to execute on business opportunities in both the near and long-term."

G3newswire, 13.6.2022

US – Greentube expands in New Jersey with BetMGM launch

By William - 13 June 2022

Greentube has boosted its presence in the United States following its launch with BetMGM in New Jersey.

The expansion represents a major milestone for the NOVOMATIC Digital Gaming and Entertainment division as the supplier looks to expand its portfolio in regulated markets across the U.S. since making its New Jersey debut in 2021.

Players on BetMGM Casino, Borgata Casino, and Party Casino in New Jersey now have access to top performing Greentube games, including Apollo God of the Sun, Prized Panda and the Diamond Cash series of games which are set to be added in the coming days.

David Bolas, Commercial Director at Greentube, commented on the deal: "We are thrilled to be launching with such a prominent operator as BetMGM and really appreciate the importance of this partnership as it will see our content added to their leading brands.



"It's another very important step for us in the U.S. market where we have had a fantastic start and we are already preparing ourselves for our next launch in the state of Michigan."

Oliver Bartlett, Director of Gaming at BetMGM, added: "For almost 25 years, Greentube has offered its quality, established content around the world and BetMGM's addition of their games further shows our commitment to providing players the largest portfolio in the industry.

"The innovative Diamond Cash titles are immersive and engaging, and will surely be a hit with our player base."

RÜCKFORDERUNG VON SPIELVERLUSTEN BEI ILLEGALEN ONLINE-GLÜCKSSPIELANBIETERN NICHT OHNE RISIKO: ONLINE-GLÜCKSSPIELANBIETER GEHEN IN DIE OFFENSIVE BEI DEN SPIELERKLAGEN

🕒 Juni 13, 2022 📁 Breaking News 💬 Kommentar zum Artikel verfassen



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Bereits weit über 1000 Spieler haben in den vergangenen zwei Jahren in Deutschland Klagen gegen Online-Glücksspielanbieter mit Sitz in Malta eingereicht. Mit der Behauptung, an illegalem Glücksspiel teilgenommen zu haben, verlangen sie die Erstattung ihrer Spielverluste. Im Folgenden werden die jüngsten Entwicklungen zusammengefasst:

1. Anbieter verklagt Spieler

Erstmals hat nun ein Anbieter einen Spieler verklagt – und nicht umgekehrt. Hambach & Hambach hatte 2021 für einen Mandanten **Klage gegen einen Spieler** auf Feststellung eingereicht, dass ihm kein Ersatz seiner Spielverluste zusteht. Nachdem das Landgericht in der mündlichen Verhandlung am 3. Mai 2022 deutlich gemacht hatte, dass der **Spieler seine Spielverluste nicht zurückverlangen kann**, gab es der Klage des Online-Glücksspielanbieters noch am gleichen Tag statt.

Spieler müssen nunmehr damit rechnen, dass sie von den Online- Glücksspielanbietern verklagt werden, wenn sie ungerechtfertigt Forderungen auf Rückerstattung geltend machen, was mit erheblichen Prozesskosten für die Spieler verbunden ist.

2. Dutzende Urteile zugunsten der Anbieter

Allein Hambach & Hambach hat bisher bereits **14 Urteile zugunsten von Online-Glücksspielanbietern** erstritten, darunter das erste Urteil des Landgerichts München I (<https://www.isa-guide.de/isa-law/articles/213285.html>). In allen Fällen wurden Ansprüche der Spieler auf Rückerstattung ihre Verluste von den deutschen Gerichten abgelehnt. Trotz hunderter Spielerklagen erging bisher kein einziges Endurteil gegen Mandanten der Kanzlei.

3. Einziges Berufungsurteil zugunsten der Anbieter

Hambach & Hambach hat überdies das bundesweit erste und noch immer **einzigste rechtskräftige Berufungsurteil** zu derartigen Spielerklagen in Deutschland erstritten. Das Landgericht Bonn bestätigte in zweiter Instanz ein Endurteil des Amtsgerichts Euskirchen vom 31. Mai 2021, das die Klage des Spielers zuvor ebenfalls abgewiesen hatte <https://www.timelaw.de/de/2021/12/03/erstes-berufungsurteil...>

Zwar gaben Oberlandesgerichte in einzelnen Verfahren nicht bindende Hinweise an die Glücksspielanbieter, wonach diese Gerichte beabsichtigten, die Berufung der Anbieter zurückzuweisen. Aus den jeweiligen Begründungen wird jedoch deutlich, dass die betreffenden Anbieter im Rahmen ihrer Verteidigung offenbar unzureichend und widersprüchlich vorgetragen hatten. Daher ist diesen Hinweisen wenig Gewicht beizumessen.

4. Bei Abtretung keine Zuständigkeit deutscher Gerichte

Zuletzt erzielte Hambach & Hambach den **bundesweit ersten Aussetzungsbeschluss** einer Klage aus abgetretenem Recht am Landgericht Saarbrücken. Ein Schweizer Unternehmen hat Hunderte oder sogar Tausende von vermeintlichen Spieleransprüchen auf Rückerstattung von Spielverlusten aufgekauft und macht diese nun in eigenem Namen gegen die Glücksspielanbieter gerichtlich geltend. Das erste Gericht ist nun der Argumentation von Hambach & Hambach gefolgt und hat das Verfahren ausgesetzt, bis der EuGH in einem ähnlichen Fall gegen einen Zahlungsdienstleister über die Zuständigkeit deutscher Gerichte in einer derartigen Konstellation entschieden hat.

yogonet.com, 13.6.2022

Novomatic: "Our Latam team is working towards providing our customers tailored solutions"



Katty Lopez (left), Sales Director of Novomatic Peru; and Max Bauer, VP Latin America & Caribbean at Novomatic.

On Wednesday and Thursday this week, **Novomatic** will be one of the main exhibitors at **Peru Gaming Show (PGS)**, at **booth #71** of Lima's Jockey Club Peru. **Max Bauer, Vice President for Latin America & Caribbean**; and **Katty Lopez, Sales Director of Novomatic Peru**, anticipated the Austrian group's strategy for this event and regional market in an exclusive interview with **Yogonet**. The manufacturer will showcase a new cabinet for the first time in Latam, and the **complete team for the region will be on-site** expecting operators from Peru and many other Latam countries.

Furthermore, they **welcome the ongoing local regulation efforts in Latin America, most notably Peru's legislative project for online gaming and sports betting**. "Greentube is very eager to enter the Peruvian online market and has high expectations for the release of the Online and Sports Betting law being debated these days at the Congress," Bauer says.

Which product line-up has Novomatic selected in order to meet the demands of the particular and diverse Latam markets that will be represented at Peru Gaming Show? Could you anticipate further details about Novomatic's tradeshow strategy for Lima this year, in order to see a positive return of your investment to attend?

Katty Lopez: Our primary strategy in Lima is to present the **latest and the best products available for the region** and to have **representatives from all over Latin America at the booth**, thus ensuring that **every customer will have a go-to contact from his local country unit**.

Our highlight product at the PGS will be the new DIAMOND X™ 2.32. This cabinet was launched in March and will now be **shown for the first time outside Europe**. The DIAMOND X™ 2.32 is a really mesmerizing gaming machine: with its black finish and indirect LED concept which is synched with the gameplay, as well as the smoothly integrated topper it will definitely be an outstanding appearance on Latin American gaming floors. The game monitors are 32" full HD screens and the player interface can either be a standard button deck or an optional 15.6" TouchDeck – in any case it is complemented by 2 XL start buttons. In Lima, we will present the new cabinet with the **brand new Linked Progressive mix NOVO LINE CASH CONNECTION™ Edition 3** – with **13 LOCK 'N' WIN titles** and a rich diversity of game themes.



Another great product offer for the region is the **FUNMASTER 2.27** cabinet with the **IMPERA LINK™** comprising **30 linked games**. It will also be on show in Lima.

Further best-selling products in the show line up are the **PANTHERA™** cabinets – we will show the **PANTHERA™ Curve 1.43** with the **LUCKY TWIST™ Link** as well as **NOVO LINE™ Interactive Concurve Edition 5** and the **PANTHERA™ 2.27** with the **NOVO LINE™ Interactive Editions X1 and X2** plus with the US highlight **MONEY PARTY™ Link**.

Operators who calculate more rigorously will appreciate products like the **GAMINATOR® Scorpion 2.24** featuring the **Impera-Line HD™ Edition 6** or the **NOVOSTAR® SL 2.27** with **The Legend Gaminator® Edition 2T**.

For operators in the many Latin American jurisdictions that require detailed reporting functionalities to the authorities, **our colleagues from Argentina will be at hand**, demonstrating the powerful functionalities of the modular **Casino Management System myACP**.



Which markets do you target in particular with your presence there? Are there any Latam-tailored developments in the pipeline in order to gain competitive advantage and differential assets?

Max Bauer: PGS used to be a show that brought operators from several countries of Latin America. This year with the pandemic, **we expect to receive operators mainly from all over Peru yet we are ready to welcome as many operators from other countries as possible with our complete LATAM team on-site. Our LATAM team is working towards providing our customers tailored solutions for sure, which the market will acknowledge at the right time.**

Which role and space will the group's Interactive division Greentube have in Lima, and what synergies do you plan to drive between both brands and the different business segments they address?

Max Bauer: While not present at our PGS stand this year, our NOVOMATIC online branch **Greentube is very eager to enter the Peruvian online market and has high expectations for the release of the Online and Sports Betting law being debated these days** at the Congress. Greentube is already present in regulated Latin American markets such as **Colombia** and **Argentina** and is really looking forward to adding Peru to their portfolio.



As in-person events keep coming back, Novomatic has withdrawn from a major gathering like ICE 2022, but it has attended other events afterwards, like SAGSE Latam. What takeaways and learnings have you acquired in Buenos Aires, that could be complemented and reflected in Lima? What's your assessment of this in-person comeback so far, and what impact is it having in your regional business strategies and outlooks?

Katty Lopez: Recent NOVOMATIC show participations at **GAT Expo in Cartagena** and **SAGSE** in Buenos Aires have **confirmed our strategy to return to local and regional in-person events**. We really missed the opportunity to meet and catch up with our customers, partners and industry colleagues. It may be a special Latin American trait, but we are all a very sociable kind of people and accordingly, these gaming shows were characterized by a uniquely amicable atmosphere and, as it turned out, **excellent results**.

Max, you recently told us that in 2021, many of the company's customers decided to continue investing in the land-based sector by updating their slot park, and you also noted that the online segment was the fastest growing industry vertical. How do you plan to leverage these trends at PGS, and looking ahead?

Max Bauer: Of course, with the closing of land-based casinos during the pandemic, it was only logical that the online segment would register unprecedented growth. I consider it now **our job as manufacturers and product developers for the land-based industry to provide the right kind of product for operators to win back their player base. Casinos are actually already seeing players return to their previous patterns – and what they need most now are gaming entertainment offers that are new and exciting. That is what we will be showing on our booth at PGS.** Regarding online gaming in Peru, we are eagerly waiting for a regulatory framework to be established that enables us to supply our existing land-based and new customers with the online offer they need.

Some Latam markets are currently discussing legislations for different gaming verticals, most notably Brazil, which keeps working on options to open the broad gambling market. What is Novomatic's approach to these potential new Latam markets, and what impact do you expect this regulatory momentum will have in your business areas, and the gaming industry in general?

Max Bauer: We are of course monitoring these developments very closely and **we strongly welcome any move to implement local regulations that enable sustained industry growth.** Wherever we see a thoroughly regulated market with **fair conditions for all market participants opening up, we will certainly evaluate a market entry in the respective verticals.** For governments, gaming of course represents attractive potential for much-needed tax income. It is therefore well understood that we currently see a number of countries re-evaluate the legalisation of gaming, be it online gaming which got an additional boost through the pandemic, or in the land-based gaming segment where we currently see **efforts for a regulation in Ecuador and in Brazil. Once the required regulatory framework is in place and the market presents reliable conditions, we are in an excellent position to very quickly offer excellent products as well as a robust service infrastructure through our existing business network in the neighbouring countries – until we have set up a local sales and service infrastructure.**

Which other events are you attending this year?

Katty Lopez: After PGS, there will be a bit of a summer break in the show calendar and in October, the next big industry gathering with NOVOMATIC participation will be again **G2E in Las Vegas**, which is traditionally a gaming show with great significance for the Latin American markets.