

## Pressespiegel 2022

Berichterstattung  
NOVOMATIC

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worldcasinodirectory.com, 14.10.2022



## New Version of the Greentube's Hit Ski Challenge Game Officially Launched

The **NOVOMATIC** Digital Gaming and Entertainment division, Greentube, has released a **new, improved version** of its popular game, *Ski Challenge*. It's a **mobile version**, which will make players worldwide happy since they can now play their favorite game anywhere.

The game is free and can be downloaded **on iOS and Android devices**.

### Live experience:

Greentube has partnered with **Swiss-Ski**, the **Austrian Ski Federation**, and the **German Ski Federation** to produce a new version of its famous game.

And what exactly are the new features? Now players can compete **against each other** on a new track, which is situated in **Zermatt**. This is a unique chance for players to enjoy their own version of the **Alpine Ski World Cup race**, which actually starts on October 29th on the Gran Becca.

The developer's team plans to be in the field from October 28th to October 30th during the race. They will be there in order to invite members of the public **to try their new game** and **join the challenge**.

What does that mean for players? They will compete against each other in online and offline tournaments and have a chance to get real-money prizes.

The game has **many custom features** which will enable players to choose the most desirable gear, tracks, and suits.

### The game with a long tradition:

The original game is actually **Greentube's first-ever game** and is more than 20 years old. The slot was first released in 1998, and its popularity doesn't seem to decrease over time.

**Michael Bauer, Greentube's CFO/CGO, said:** "We like to say that life is a race, not a journey and the launch of *Ski Challenge* ahead of the World Cup race in Zermatt provides **an adrenaline thrill** in itself. We are delighted to be able to offer the track **exclusively to our loyal community**, as well as the new players drawn to a fun and exciting competition."

He added that the team who created the game worked passionately towards the company's goals and met the expectations when launched the game **just before the new skiing season**. Bauer points out that he is both **proud of the team's achievements** and **grateful to work with such a fantastic team**, which is looking forward to **the day of the game's release**.

**Greentube** can't wait to present the game to the public at Zermatt, although Bauer is aware that this is **only the beginning of their journey**: "Although the release of the game is a massive achievement, we are currently only at the start of a long development slope for *Ski Challenge*. There are plenty of **exciting updates** in development for the franchise and players will see some really nice additions as soon **as November and December of this year**."



14.10.2022

## Admiral Play: 5.000 Euro für Elterninitiative Kinderkrebsklinik

Admiral Play, ein Tochterunternehmen von Löwen Entertainment, unterstützt erneut die Elterninitiative Kinderkrebsklinik e.V. in Düsseldorf. Frank Fleßer, der Spendenbetreuer der Elterninitiative, nahm am 13. Oktober den symbolischen Scheck über eine Spende von 5.000 Euro von Admiral Play-Geschäftsführer Boris Kuzenko und Martin Restle, Geschäftsführer Admiral Play und Geschäftsführer Gaming Operations Löwen Entertainment, entgegen.

Mit dieser Spende werde eine Tradition fortgesetzt, die Boris Kuzenko vor einem Jahrzehnt ins Leben gerufen hat, informiert die Löwen-Tochter. Seit 2012 spende das Unternehmen jährlich 5.000 Euro an die Organisation. „Jedes Jahr aufs Neue ist es uns eine Freude, die wichtige Arbeit der Elterninitiative mit einer Spende zu unterstützen“, sagte Kuzenko bei der Spendenübergabe in Düsseldorf.

Die Elterninitiative Kinderkrebsklinik ist Admiral Play zufolge ein gemeinnütziger Verein, der sich seit mittlerweile über 40 Jahren für krebskranke Kinder und Jugendliche einsetzt. Durch unterschiedliche Maßnahmen trage die Elterninitiative dazu bei, die Lebensqualität von Patienten, Geschwistern sowie Eltern während und nach der Behandlung zu verbessern. Mit den jährlichen Spenden hätten bereits zahlreiche Projekte realisiert werden können.

Bild (v. l.): Martin Restle, Frank Fleßer und Boris Kuzenko bei der symbolischen Spendenübergabe für die Elterninitiative Kinderkrebsklinik in Düsseldorf.

boerse-social.com, 13.10.2022

Wien (OTS) - Greentube, die NOVOMATIC Digital Gaming and Entertainment Division, hat nun offiziell eine neue und verbesserte Version des Ski Challenge Spiels als mobiles E-Sports-Erlebnis gelauncht.

Die neue Version der legendären und international beliebten Ski Challenge wurde in Zusammenarbeit mit Swiss-Ski, dem Österreichischen Skiverband und dem Deutschen Skiverband entwickelt und bietet den Spielern exklusive Strecken aus der Welt des Skisports, die ab sofort kostenlos auf iOS und Android heruntergeladen werden können.

Im Vorfeld des alpinen Ski Weltcup-Rennens auf der Gran Becca-Strecke, welches am 29. Oktober stattfindet, können Spieler nun erstmals auf einer brandneuen Strecke in Zermatt gegeneinander antreten. Das Greentube-Team wird rund um das Ski-Event vom 28. bis 30. Oktober in Zermatt vor Ort sein und die Ski-Fans einladen, sich der Herausforderung zu stellen und live mitzuspielen.

Bei der Ski Challenge treten Spieler in organisierten Online- und Offline-Turnieren mit Echtgeldpreisen gegeneinander an, um in der Rangliste aufzusteigen. Das Spiel bietet authentische Action auf realitätsgetreu nachempfundenen Pisten und verfügt über eine Vielzahl individuell wählbarer Features, wie etwa Top-Ausrüstung, unterschiedliche Strecken und Rennanzüge, inklusive einiger Fun Features.

Die Rückkehr des Ski Challenge-Franchise wird die internationale Fangemeinde begeistern. Greentube ist das ganze Jahr über aktiv und wird nach dem heutigen Start weiterhin neue Features und Strecken entwickeln. Das originale Ski Challenge-Spiel kam im Jahr 1998 auf den Markt und war der allererste Spieltitel von Greentube. Michael Bauer, CFO/CGO von Greentube, betont: "Wir sehen das Leben nicht als Reise, sondern als Rennen, und der Start der Ski Challenge vor dem Weltcup-Rennen in Zermatt sorgt nun für einen extra Adrenalinschub. Wir freuen uns besonders, dass wir die Strecke nun exklusiv für unsere treue Community sowie für alle neuen wettkampfbegeisterten Spieler anbieten können. Im vergangenen Jahr hat das gesamte Team leidenschaftlich auf unser großes Ziel hingearbeitet, das Spiel zu Beginn der neuen Skisaison auf den Markt zu bringen. Jeder Einzelne hat sich ins Zeug gelegt und ich bin stolz auf diese Leistung und dankbar, dass ich mit einem so tollen Team zusammenarbeiten darf. Jeder bei Greentube hat sich auf diesen Tag der Markteinführung gefreut und auch ich kann es kaum erwarten, die Neuheiten der Öffentlichkeit in Zermatt zu präsentieren. Obwohl bereits die Veröffentlichung des Spiels ein großer Erfolg ist, stehen wir erst am Anfang einer langen Entwicklungsphase der Ski Challenge. Aktuell befinden sich noch viele aufregende Updates in der Entwicklung für das Franchise, und die Spieler werden schon im November und Dezember dieses Jahres einige wirklich tolle zusätzliche Neuerungen sehen."

automatenmarkt.de, 13.10.2022

## Admiral Play spendet erneut an die Elterninitiative Kinderkrebsklinik Düsseldorf



Spendenübergabe in Düsseldorf (v.l.): Martin Restle, Frank Fleßer und Boris Kuzenko.

Admiral Play, ein Tochterunternehmen von Löwen Entertainment, unterstützt die Elterninitiative Kinderkrebsklinik e.V. in Düsseldorf mit einer Spende in Höhe von 5 000 Euro.

Boris Kuzenko, Geschäftsführer von Admiral Play und Martin Restle, Geschäftsführer von Admiral Play und Geschäftsführer Gaming Operations von Löwen Entertainment, überreichten am 13. Oktober den symbolischen Scheck an Frank Fleßer, den Spendenbetreuer der Elterninitiative.

### Unterstützung seit einem Jahrzehnt

„Jedes Jahr aufs Neue ist es uns eine Freude, die wichtige Arbeit der Elterninitiative mit einer Spende zu unterstützen“, sagt Boris Kuzenko bei der Spendenübergabe in Düsseldorf. Mit dieser Spende führt Admiral Play eine Tradition fort, die Boris Kuzenko vor einem Jahrzehnt ins Leben gerufen hat. Seit 2012 spendete das Unternehmen jährlich 5 000 Euro an die Organisation.

Die Elterninitiative Kinderkrebsklinik ist ein gemeinnütziger Verein, der sich seit mittlerweile über 40 Jahren für krebskranke Kinder und Jugendliche einsetzt. Durch unterschiedliche Maßnahmen trägt die Elterninitiative dazu bei, die Lebensqualität von Patienten, deren Geschwister sowie Eltern während und nach der Behandlung zu verbessern.

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ligaportal.at, 13.10.2022

## ADMIRAL Sportwetten und SK Rapid verlängern Premiumpartnerschaft bis 2024

Bereits seit 19 Jahren ist ADMIRAL Sportwetten wichtiger Bestandteil der Rapid-Familie und bleibt dies erfreulicherweise nun auch weiterhin: Die Premiumpartnerschaft mit dem SK Rapid wurde bis Juni 2024 verlängert! Somit feiern der österreichische Rekordmeister und der österreichische Wettanbieter im nächsten Jahr auch das 20-jährige Jubiläum der erfolgreichen Zusammenarbeit.



### Statements

Für Christoph **Peschek**, Geschäftsführer Wirtschaft des SK Rapid, ist das keine Selbstverständlichkeit: *„Ich freue mich sehr, dass wir die langjährige Partnerschaft mit ADMIRAL Sportwetten nun um zwei weitere Jahre verlängern konnten. Gerade in wirtschaftlich herausfordernden Zeiten hat sich gezeigt, wie wichtig treue Partner sind. Deshalb möchte ich an dieser Stelle im Namen des SK Rapid auch ein großes Dankeschön für die langjährige Treue und Unterstützung sowie professionelle Zusammenarbeit aussprechen.“*

ADMIRAL Sportwetten Geschäftsführer Jürgen **Irsigler** über die Verlängerung: *„Bereits in den frühen 1990er Jahren gab es erste Sponsoring-Projekte zwischen dem SK Rapid und ADMIRAL Sportwetten. Und seit fast zwei Jahrzehnten besteht eine dauerhafte und erfolgreiche Partnerschaft zwischen dem österreichischen Rekordmeister und dem Marktführer im Bereich Sportwetten in Österreich. Diese gegenseitige Treue und Wertschätzung – in guten wie in schweren Zeiten – ist im Sport-Marketing/Sponsoring etwas sehr Spezielles und sicher nicht alltäglich. Wir bei ADMIRAL sind daher sehr stolz, auch in den nächsten Jahren den populärsten Klub des Landes als starker Partner unterstützen zu können und blicken optimistisch in die weitere gemeinsame Zukunft und werden die Zusammenarbeit mit großem Engagement nachhaltig umsetzen!“*

## **Langjährige Partnerschaft in Grün-Weiß**

Der Vertrag mit ADMIRAL Sportwetten geht somit für zwei Saisonen (2022/23 und 2023/24) in die Verlängerung. Neben Placements auf Interviewwänden, SMD-Werbebanden oder auch Online- bzw. Social Media Werbung wird ADMIRAL Sportwetten auch zukünftig im Allianz Stadion präsent sein. Zudem gibt es in der SK Rapid App weiterhin „Die Torwette powered by ADMIRAL“ sowie den „Live Ticker powered by ADMIRAL“. Besonders erfreulich: Beim 7. SK Rapid Charity Golfturnier im August 2022, welches von ADMIRAL präsentiert wurde, kam eine beachtliche Spendensumme von 26.600 Euro für das grün-weiße Special Needs Team zusammen, die von ADMIRAL schlussendlich noch auf 30.000 Euro aufgerundet wurde.

europeangaming.eu, 13.10.2022

## Greentube launches its feature-packed *Ski Challenge* esports challenge



Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has officially launched its new and improved *Ski Challenge* game as a play-anywhere mobile esports experience.

Now available to download for free on iOS and Android, the new version of the legendary and internationally popular *Ski Challenge* has been produced in collaboration with Swiss-Ski, the Austrian Ski Federation and the German Ski Federation, offering players exclusive tracks from the downhill skiing world.

For the first time, players can compete against each other on a brand new track in Zermatt, ahead of the Alpine Ski World Cup race which starts on the Gran Becca course on October 29<sup>th</sup>. The Greentube team will be out in force at Zermatt's public viewing area during the race from October 28<sup>th</sup> – 30<sup>th</sup>, inviting members of the public to play along and join the challenge.

*Ski Challenge* sees players compete head-to-head in organised online and offline tournaments featuring real-money prizes, while attempting to climb the leaderboard. Capturing all the excitement and motion of real-life on-piste action, the game has a host of customisation features allowing for players to select the most desirable gear, tracks and suits, while also including taunt positions.

The return of the *Ski Challenge* franchise is set to prove popular with the game's large, active and global community of fans. Operating all-year round and not only during the skiing season, Greentube will continue to roll out new features and tracks following today's launch. The original *Ski Challenge* game was Greentube's first-ever gaming title when it hit the market in 1998.

**Michael Bauer, Greentube's CFO/CGO, said:** "We like to say that life is a race, not a journey and the launch of *Ski Challenge* ahead of the World Cup race in Zermatt provides an adrenaline thrill in itself. We are delighted to be able to offer the track exclusively to our loyal community, as well as the new players drawn to a fun and exciting competition.

"During the last year those involved in creating the game have worked passionately towards our big goal of launching it at the start of the new skiing season. They have really gone the extra mile and I'm both proud of their achievements and grateful to work with such an amazing team. Everyone at Greentube has looked forward to this launch day and I can't wait to present the game to the public at Zermatt later this month. Although the release of the game is a massive achievement, we are currently only at the start of a long development slope for *Ski Challenge*. There are plenty of exciting updates in development for the franchise and players will see some really nice additions as soon as November and December of this year."

yogonet.com, 13.10.2022

## Greentube launches revamped version of its Ski Challenge franchise ahead of the Alpine Ski World Cup race



**Greentube**, the **NOVOMATIC's** digital gaming and entertainment division, has **officially launched its new and improved Ski Challenge game as a "play-anywhere mobile esports experience."**

**Now available to download for free on iOS and Android**, the new version of the popular Ski Challenge game has been **produced in collaboration with Swiss-Ski, the Austrian Ski Federation, and the German Ski Federation**, thus offering players "exclusive tracks from the downhill skiing world."

"For the first time, **players can compete against each other on a brand new track in Zermatt, ahead of the Alpine Ski World Cup race** which starts on the Gran Becca course on October 29," the company explained.

**The Greentube team will be out in force at Zermatt's public viewing area during the race from October 28 – 30**, "inviting members of the public to play along and join the challenge," according to a press statement.

 Greentube GmbH  
@\_Greentube · Follow

The legend is back! 🏂🏂

We're delighted to announce the return of Ski Challenge! This game will provide a true esports experience, complete with new and improved features! Read the full details here: [bit.ly/3QZRAaf](https://bit.ly/3QZRAaf)

#GreentubeOfficial #BehindTheScenes #SkiChallenge



10:36 AM · Aug 30, 2022

17 ❤️ Reply Copy link

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Greentube explained that **the new Ski Challenge** -the original was its first-ever gaming title when it hit the market in 1998- "provides **a true esports experience**, complete with new and improved features."

The company further said that the return of the Ski Challenge franchise is "set to prove popular with the game's large, active and global community of fans," **operating all year round and not only during the skiing season**. As per the announcement, **Greentube will continue to roll out new features and tracks following the latest launch**.

"**Ski Challenge sees players compete head-to-head in organized online and offline tournaments featuring real-money prizes** while attempting to climb the leaderboard. Capturing all the excitement and motion of real-life on-piste action, the game has **a host of customization features** allowing for players to select the most desirable gear, tracks, and suits, while also including taunt positions," the company said of the game and its features.



**Michael Bauer, Greentube's CFO/CGO,** said: "We like to say that life is a race, not a journey and the launch of Ski Challenge ahead of the World Cup race in Zermatt provides an adrenaline thrill in itself. **We are delighted to be able to offer the track exclusively to our loyal community,** as well as the new players are drawn to a fun and exciting competition."

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"Although the release of the game is a massive achievement, **we are currently only at the start of a long development slope for Ski Challenge.** There are plenty of exciting updates in development for the franchise and **players will see some really nice additions as soon as November and December of this year,**" Bauer concluded.

boerse-express.com, 13.10.2022

## Greentube launcht heute die Ski Challenge als E-Sports Game mit neuen Features

13.10.2022 | 09:38

Bild: © OTS Wirtschaft  
Quelle: OTS Wirtschaft



**Greentube, die NOVOMATIC Digital Gaming and Entertainment Division, hat nun offiziell eine neue und verbesserte Version des Ski Challenge Spiels als mobiles E-Sports-Erlebnis gelauncht.**

Die neue Version der legendären und international beliebten *Ski Challenge* wurde in Zusammenarbeit mit

Swiss-Ski, dem Österreichischen Skiverband und dem Deutschen Skiverband entwickelt und bietet den Spielern exklusive Strecken aus der Welt des Skisports, die ab sofort kostenlos auf iOS und Android heruntergeladen werden können.

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gamingintelligence.com, 12.10.2022



**Novomatic-owned iGaming supplier Greentube is furthering its North American growth strategy with the acquisition of San Francisco-based games developer Present Creative.**

The acquisition will bolster Greentube's presence in the United States and provide a local team focused on game design and sales in the region.

Founded in 2001, Present Creative is a development studio which has created content for the likes of EA, PopCap, PlayFirst, Zynga, Microsoft and Playdom. Its iLottery games have recently been approved for launch with the Michigan Lottery.

"We are thrilled to announce this acquisition as Present Creative is a very good fit for us," said Greentube chief financial officer and chief games officer Michael Bauer. "They have strong experience of developing exciting games and know the intricacies of the North American market well, enabling us to add even more local flavour to our games.

"The US is a market of great importance to us, and we have bold plans to become a leading supplier in the region. This acquisition will propel that expansion."

Present Creative CEO and co-founder Ben Sutherland said: "We are excited to now be part of the Greentube family and this acquisition will allow us to speed up our development processes and take our content to new heights.

"This is a fantastic opportunity for Present Creative and we look forward to working closely with Greentube to bring exciting new content to local players through their impressive operator network."

The value of the transaction has not been disclosed.

yogonet.com, 12.10.2022

## Greentube to strengthen North American operations through acquisition of development studio Present Creative



Greentube's Michael Bauer.

**Greentube** announced Tuesday it has acquired US development studio **Present Creative** as the company continues its growth strategy in North America.

The acquisition will see **NOVOMATIC's** digital entertainment brand **further expand its presence in the US**, where it has made "significant inroads "over the last 12 months, with the supplier bolstering its local product offering.

Present Creative is a **US-based development studio with "a proven track record of creating content for the iGaming and iLottery sectors,"** according to Greentube.

The studio brings **"significant experience from its background" in both real-money and casual gaming and has created its own original games**, a number of which were recently approved to be released by the Michigan State Lottery, the company explained.

Through the acquisition, **Greentube will gain a local team focused on game design and sales in the US.** The acquisition will boost the capabilities of Present Creative, as well as increase the speed to market of its content roadmap.

**Greentube entered the US in September 2021 and is now live in New Jersey and Michigan.** The supplier has also received a license to operate in the Canadian province of Ontario and has ambitious plans to further grow in North America.

**Michael Bauer, CFO/CGO at Greentube**, said: "We are thrilled to announce this acquisition as Present Creative is a very good fit for us."

**"They have strong experience in developing exciting games and know the intricacies of the North American market well**, enabling us to add even more local flavour to our games," Bauer noted. "The US is a market of great importance to us, and we have bold plans to become a leading supplier in the region. This acquisition will propel that expansion."

**Ben Sutherland, CEO and Co-Founder at Present Creative**, added: "We are excited to now be part of the Greentube family and **this acquisition will allow us to speed up our development processes** and take our content to new heights."

**"This is a fantastic opportunity for Present Creative** and we look forward to working closely with Greentube to bring exciting new content to local players through their impressive operator network," Sutherland concluded.

# casinoplusbonus.com, 11.10.2022

## Greentube kauft Spielentwicklungsstudio Present Creative



Greentube erwirbt Present Creative im Rahmen der US-Expansion! (Bild von Greentube und Present Creative)

Zugewinn für den europäischen Softwareanbieter. Die US-Entwickler bringt in jedem Fall seine langjährige Erfahrung im Bereich der Spielentwicklung für Online Casinos Echtgeld-Angebote sowie auch Casual-Gaming mit ein.

Aus den Present Creative sind eigene originelle und innovative Online-Casinospiele hervorgegangen, von denen einige das Glücksspielportal der staatlichen Lotterie von Michigan freigegeben hat. Infolge der Übernahme gewinnt Greentube in den USA ein eigenes, auf Game Design und Vertrieb spezialisiertes Team. Gleichzeitig werden die Ressourcen von Present Creative erheblich aufgestockt und die Veröffentlichung von neuen Spielen vorangetrieben.

*Der Einstieg von Greentube in den USA gelang im September 2021. Inzwischen ist das Unternehmen in New Jersey und Michigan online. Weiterhin hat der Provider eine Lizenz für die kanadische Provinz Ontario erhalten und hat ambitionierte Absichten, in Nordamerika die Expansion zu forcieren.*

### Ein echter Coup für die Österreicher

Present Creative arbeitet auch mit der Michigan Lottery zusammen und hat sich ein Standbein am Online-Lotto-Markt aufgebaut. Das schafft Synergien mit Greentube, denn die Plurius Technologie des Softwareentwicklers nutzt mittlerweile auch die Nationallotterie in Luxemburg als Schnittstelle zwischen landbasierten Angeboten und Online-Gaming. Das neue Studio des österreichischen Entwicklers [Present Creative mit Sitz in San Francisco](#) und Büros in Portland und Guadalajara entwickelt Casino-Produkte für den terrestrischen Markt sowie auch für Online-Glücksspielanbieter.

Bevor es zu Projekten im Einklang mit AGS, IGT, Green Jade Games und auch Greentube gekommen ist, hat das US-Unternehmen Casual-Gaming-Produkte für Anbieter wie BigFish, Disney Interactive, GSN, Jam City, Electronic Arts und Zynga konzipiert.

**Ben Sutherland, CEO und Mitbegründer von Present Creative, erklärte in der [Presse](#)nachricht:** „Wir freuen uns, jetzt Teil der Greentube-Familie zu sein, und diese Übernahme wird es uns ermöglichen, unsere Entwicklungsprozesse zu beschleunigen und unsere Inhalte auf ein neues Niveau zu heben. Dies ist eine fantastische Gelegenheit für Present Creative und wir freuen uns darauf, eng mit Greentube zusammenzuarbeiten, um den lokalen Spielern über ihr beeindruckendes Betreiber Netzwerk spannende neue Inhalte zu bieten.“

Greentube arbeitet schon länger hinter den Kulissen mit seinem neuen Studio in den USA zusammen. Present Creative ist in der Entwicklung vielseitig aufgestellt und somit nicht nur auf Online Casinos fokussiert. Das Unternehmen pflegt Beziehungen zu Electronic Arts und reinen Glücksspielanbietern wie IGT, Green Jade Games sowie auch dem Lotterieninnovator EQL Games. Der Bereich Mobile Games ist ebenfalls bemerkenswert gut aufgestellt und punktet mit bildgewaltigen Spielen für Handynutzer im 3D-Format. Der Anbieter ist stark im US-Casino Social-Gaming vertreten, wo die Novomatic Tochter Greentube durch einen Deal mit GAN seit Monaten landesweit expandiert, um die hierzulande bewährte Novoline Spielfreude weiterzutragen.

### Greentube ist neuer Present Creative Eigentümer

Novomatics Internettochter hat das US-Entwicklungsstudio Present Creative im Rahmen seiner Wachstumsstrategie in Nordamerika vollständig übernommen. Mit dieser Akquisition wird Greentube seine Marktposition in den USA erweitern, wo in den letzten Monaten erhebliche Fortschritte erzielt werden konnten. Zuletzt sind die Novomatic Spielautomaten online im Golden Nugget Casino gelauncht worden sowie auch im BetMGM Casino.

Das unter anderem in Kalifornien ansässige Studio, das erfolgreich Spielinhalte für die Bereiche Online-Glücksspiel und Lotto entwickelt, ist in jedem Fall ein erheblicher



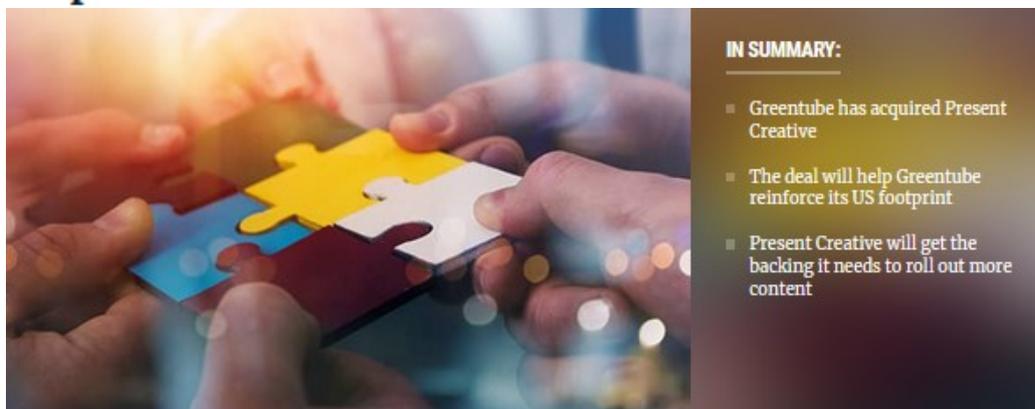
Das neue Greentube Studio ist unter anderem auf die Entwicklung von 3D-Spielen spezialisiert! (Bildquelle: presentcreative.com)

### Mit eigenem US-Studio lokale Slot-Spiele entwickeln

Im Zusammenspiel mit dem Mutterkonzern und der Unterstützung, die Novomatic Americas durch das Wissen über den terrestrischen Sektor liefert, kann Greentube praktisch ungehindert in den USA wachsen. Das Prinzip hat sich seit Jahren bewährt, denn nicht nur in Nordamerika, sondern beispielsweise auch in den Niederlanden und der Schweiz hat Greentube mit Novoline Casinos online große Erfolge erzielt. Darüber hinaus ist das Team stets dabei, neue Mechaniken und Spiele speziell für den regionalen Online-Markt und gemäß den lokalen Spielerpräferenzen zu entwickeln. Natürlich pflegt Greentube auch eine enge Zusammenarbeit mit jedem lizenzierten Casino Anbieter, um sicherzustellen, dass die Online-Spielautomaten Spiele auch liefern, was die örtlichen Spieler wirklich wollen. Mit Present Creative wird Greentube vor allem auf dem wachsenden US-Markt in vollem Umfang dafür sorgen können, dass die Inhalte mit den Erfahrungen des neuen Studios für jeden Anbieter einen Mehrwert liefern. Darüber hinaus wird das Unternehmen aus Österreich womöglich auch im Lottobereich weiter wachsen können.

**Michael Bauer, CFO/CGO bei Greentube, kommentiert das zukunftsweisende Investment wie folgt:** „Für uns ist es eine große Freude, diese Akquisition bekannt zu geben, da Present Creative sehr gut zu uns passt. Present Creative verfügt über große Erfahrung in der Entwicklung spannender Spiele und kennt die Feinheiten des nordamerikanischen Marktes sehr gut, so dass wir unseren Spielen noch mehr lokalen Charakter verleihen können. Die USA sind ein Markt von großer Bedeutung für uns, und wir haben ehrgeizige Pläne, ein führender Anbieter in dieser Region zu werden. Diese Übernahme wird diese Expansion vorantreiben.“

## Greentube Acquires Present Creative amid US Expansion



Greentube, an iGaming and entertainment company, has reinforced its business in North America with the acquisition of the Present Creative development studio. The new addition boosts Greentube's presence in the region as the company seeks US expansion.

### Greentube Expands in NA

The United States has cemented itself as one of the fastest-growing markets. As a result, Greentube prioritizes its growth in the region and greatly boosted its local offering over the last year. The acquisition of Present Creative will further boost the company's foothold in the region, helping it become one of the local powerhouses.

The agreement will arm Greentube with a local team that is very experienced in game design and sales. The acquisition will also be beneficial for Present Creative as it will now have Greentube's backing and will be able to roll out content at a faster pace.

Greentube has operated in the US for over a year now. The producer joined the local market in September 2021 and is currently live in New Jersey and in Michigan. In addition, Greentube now holds a license to operate in Ontario, Canada, which further reinforces the company's NA footprint.

Present Creative is known as a producer of exciting iGaming and iLottery content. Its experienced team has a proven track record in the real-money and casual gaming sectors and has demonstrated its capabilities of creating original and innovative games. A few such titles were recently approved for launch by the Michigan State Lottery.

## Present Creative Is Happy to Join the Greentube Family

**Michael Bauer**, Greentube's chief financial officer, shared that his team is thrilled to announce the new acquisition. According to him, Present Creative is a perfect fit for Greentube, thanks to its strong experience in developing great iGaming titles.

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*The US is a market of great importance to us, and we have bold plans to become a leading supplier in the region. This acquisition will propel that expansion.*

**Michael Bauer, CFO, Greentube** ———

Present Creative's co-founder and chief executive, **Ben Sutherland**, added that his team is excited to join the Greentube family. He added that the new M&A deal will allow his company to speed up its development process and elevate its content.

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*This is a fantastic opportunity for Present Creative and we look forward to working closely with Greentube to bring exciting new content to local players through their impressive operator network.*

**Ben Sutherland, CEO, Present Creative** ———

Last month, Greentube also expanded its presence in Italy with Scommettendo, a local iGaming brand.

igamingbusiness.com, 11.10.2022

# Greentube acquires US-facing Present Creative

11th October 2022 | By Zak Thomas-Akoo

**Novomatic digital division Greentube has announce it has acquired San Francisco-based Present Creative for an undisclosed amount.**



The purchase of the development studio represents another in-road into the rapidly expanding American market, following a year in which the company has made significant progress in establishing its position nationally in igaming.

In September 2021, Greentube first entered the US and is now live in Michigan and [New Jersey](#), as well as Ontario in Canada. The business has stated in its public statements that it has further plans for US expansion.

Present Creative has experience creating content for the igaming and ilottery segments, with experience in both real-money and casual gaming offerings, having had a number of its products approved to be released by the Michigan State Lottery.

“We are thrilled to announce this acquisition as Present Creative is a very good fit for us,” said Greentube CFO Michael Bauer. “They have strong experience of developing exciting games and know the intricacies of the North American market well, enabling us to add even more local flavour to our games.”



MICHAEL BAUER

Bauer further hinted at the company's plans in the region:

"The US is a market of great importance to us, and we have bold plans to become a leading supplier in the region. This acquisition will propel that expansion."

"We are excited to now be part of the Greentube family and this acquisition will allow us to speed up our development processes and take our content to new heights," added Present Creative co-founder and CEO Ben Sutherland.

"This is a fantastic opportunity for Present Creative and we look forward to working closely with Greentube to bring exciting new content to local players through their impressive operator network."

The deal is similar in format to the one the business completed in November 2021, when Greentube [finalised its acquisition of Capecod Solutions](#) in the course of expanding its Italian presence.

gamblinginsider.com, 11.10.2022

## Novomatic's Greentube acquires Present Creative

Novomatic-owned supplier Greentube has acquired Present Creative.



Novomatic-owned supplier Greentube has acquired Present Creative.

Now a part of Greentube, the US-based development studio creates content for the iGaming and iLottery sectors, with a company background in Real Money Gaming and Casual Gaming.

Recently, the Michigan State Lottery approved several of Present Creative's products for use in the state – which Novomatic intends to build on by expanding Present Creative's presence in the US markets.

Michael Bauer, CFO/CGO at Greentube, commented on the deal: "We are thrilled to announce this acquisition as Present Creative is a very good fit for us.

"They have strong experience of developing exciting games and know the intricacies of the North American market well, enabling us to add even more local flavour to our games. The US is a market of great importance to us and we have bold plans to become a leading supplier in the region. This acquisition will propel that expansion."

Meanwhile, Ben Sutherland, CEO and Co-Founder at Present Creative, said: "We are excited to now be part of the Greentube family, and this acquisition will allow us to speed up our development processes and take our content to new heights.

"This is a fantastic opportunity for Present Creative, and we look forward to working closely with Greentube to bring exciting new content to local players through their impressive operator network."

Greentube entered the US market in 2021 and is currently live in Michigan and New Jersey – furthermore, it was recently granted a licence to operate in Ontario.

yogonet.com, 11.10.2022

## Novomatic unveils CEO and CFO changes for its Crown Gaming Mexico subsidiary



NOVOMATIC has announced a new executive structure for the local Mexican unit **Crown Gaming Mexico**. The company said Monday that as of October 1, 2022, **Marcelo Suhner and Cristian Olejnik** officially resumed their roles as Managing Directors of Crown Gaming Mexico, with **Suhner acting as CEO** and **Olejnik as CFO**.

In the latest announcement, NOVOMATIC extended its gratitude to **the former General Manager of Crown Gaming México, Thomas Borgstedt**, who will continue his contribution to the group in the Latin American region in his role as **General Manager Novo Chile**.

Of the appointment, **Suhner**, said: **"I am honored to assume this new role in the management of NOVOMATIC in Mexico and thrilled to be supported by such a professional team of experts.** NOVOMATIC gaming technology products and industry solutions are renowned for their premium quality and performance, and I consider it a privilege to be able to assert my own skill set, business experience, and commitment to achieve the goals we have set."

**Suhner joins NOVOMATIC and the gaming industry after a longstanding career with Sulzer**, a Swiss technology corporation in various senior executive positions in auditing, finance, and GM. He holds a degree in Business Administration and most recently acted as an independent consultant for businesses entering the Mexican market.

The company said that **in his new role as CEO of Crown Gaming México**, he will "devote his in-depth business knowledge of the Mexican market, a strong commitment to strategic targets, and management skills to the best benefit of the company's success."

Meanwhile, **Olejnik**, added: **"It is a pleasure to welcome Marcelo, whom I have known for many years, into the NOVOMATIC family** and to now work with him and this strong local team to further develop the NOVOMATIC business in Mexico."

**"NOVOMATIC has been active in the Mexican market with a long-term footprint and a record of success for more than 20 years.** Our products have a substantial track record of leading performance across Latin America and are renowned for their outstanding design, immersive gameplay, premium quality, and proven reliability," he further stated.

**Olejnik joined the NOVOMATIC AG group in 2010 and served in various senior executive management positions** in the areas of finance, tax, M&A, controlling, IT, and HR for a number of subsidiary units. He is a native of Argentina, with a professional background as a tax consultant and certified public accountant as well as a vast experience in financial management.

"His many years of experience in the gaming sector and excellent knowledge of internal structures within the group will **add great value to the business operations and management of Crown Gaming México,**" the company concluded.



11.10.2022

## Löwen unterstützt Gehörlosen Sportverband

Löwen Entertainment stellte auch in diesem Jahr 16 Löwen Dart-Geräte für die 16. Einzel- und Doppelmeisterschaft im Dart des Deutschen Gehörlosen Sportverbands zur Verfügung. Das meldet das Binger Unternehmen. Die Deutschen Dart-Meisterschaften im Einzel und Doppel der Gehörlosen fanden 2022 am 8. Oktober (Einzelwettkämpfe) und 9. Oktober (Doppelwettkämpfe) 2022 in der Solztalhalle in Bad Hersfeld-Kathus statt.

76 Sportlerinnen und Sportler nahmen Löwen zufolge insgesamt am Turnier teil. Gastgeber war in diesem Jahr das Dartteam des Gehörlosen-Sportclubs Bad Hersfeld. Der Deutsche Gehörlosen Sportverband ist ein eigenständiger Mehrspartenverband für Menschen mit spezifischer Behinderung. Gegründet wurde er vor über 110 Jahren in Köln. Heute umfasst er circa 8.500 Mitglieder. Im Bereich Dart vereint der Deutsche Gehörlosen Sportverband knapp 30 Sportvereine aus ganz Deutschland unter seinem Dach. Zuletzt unterstützte Löwen Entertainment nach eigenen Angaben im Juni 2022 die Deutsche Mannschaftsmeisterschaft des Deutschen Gehörlosen Sportverbands.

Bild: Zur 16. Einzel- und Doppelmeisterschaft des Deutschen Gehörlosen Sportverbands im Dart in Bad Hersfeld wurde an 16 Löwen Dart-Geräten gespielt. Löwen Entertainment stellte die Geräte zur Verfügung.

automatenmarkt.de, 11.10.2022

## **Dart-Meisterschaft: Löwen Entertainment unterstützt Deutschen Gehörlosen-Sportverband**

Am 8. und 9. Oktober 2022 fand in Bad Hersfeld die 16. Einzel- und Doppelmeisterschaft des Deutschen Gehörlosen-Sportverbandes (DGS) im Dart statt.

Insgesamt nahmen 76 Sportlerinnen und Sportler an diesem Turnier teil. Wie in den Vorjahren stellte Löwen Entertainment auch 2022 16 Löwen Dart-Geräte für dieses Event bereit. Bereits im Juni unterstützte das Unternehmen die Deutsche Mannschaftsmeisterschaft des Verbandes.

**Der Deutsche Gehörlosen-Sportverband** ist ein eigenständiger Mehrspartenverband für Menschen mit spezifischer Behinderung. Gegründet wurde er 1910 in Köln. Heute umfasst der Verband circa 8 500 Mitglieder. Im Bereich Dart vereint der DGS unter seinem Dach knapp 30 Sportvereine aus ganz Deutschland.



Löwen Entertainment unterstützte die 16. Einzel- und Doppelmeisterschaft des Deutschen Gehörlosen-Sportverbandes (DGS) im Dart.

gamblinginsider.com, 10.10.2022

## Suhner appointed acting Crown Gaming Mexico CEO

Novomatic has announced that Marcelo Suhner has resumed his role as the Managing Director of Crown Gaming Mexico, and will now become the acting CEO.

By Matthew Nicholson



Novomatic has announced that Marcelo Suhner has resumed his role as the Managing Director of Crown Gaming Mexico, and will now become the acting CEO.

Suhner's experience in various management positions across a wide range of industries will see him use his latest role to 'devote his in-depth business knowledge of the Mexican market, strong commitment to strategic targets and management skills to the best benefit of the company's success.'

Marcelo Suhner, CEO of Crown Gaming México, said of his new position: "I am honoured to assume this new role in the management of Novomatic in Mexico and thrilled to be supported by such a professional team of experts.

"Novomatic gaming technology products and industry solutions are renowned for their premium quality and performance, and I consider it a privilege to be able to assert my own skill set, business experience and commitment to achieve the goals we have set."

Alongside the news of Suhner, Novomatic also revealed that Cristian Olejnik has resumed his role as a Managing Director – while also being appointed CFO.

Meanwhile, Cristian Olejnik, CFO of Crown Gaming México, added: "It is a pleasure to welcome Marcelo, whom I have known for many years, in the Novomatic family and to now work with him and this strong local team to further develop the Novomatic business in Mexico.

"Novomatic has been active in the Mexican market with a long-term footprint and a record of success for more than 20 years. Our products have a substantial track record of leading performance across Latin America and are renowned for their outstanding design, immersive gameplay, premium quality and proven reliability."

soloazar.com, 10.10.2022



## NOVOMATIC announces a new executive structure for the local Mexican unit, Crown Gaming México

*(Gumpoldskirchen/México City).- As of October 1, 2022, Marcelo Suhner and Cristian Olejnik officially resumed their roles as Managing Directors of Crown Gaming Mexico, with Marcelo Suhner acting as CEO and Cristian Olejnik as CFO. NOVOMATIC would like to extend its gratitude to the former General Manager of Crown Gaming México, Thomas Borgstedt, who will continue his contribution to the Group's outstanding success story in the Latin American region in his role as General Manager Novo Chile.*

Marcelo Suhner joins NOVOMATIC and the gaming industry after a longstanding successful career with Sulzer, a Swiss technology corporation in various senior executive positions in auditing, finance and GM. He holds a degree in Business Administration and most recently acted as an independent consultant for businesses entering the Mexican market. In his new role as CEO of Crown Gaming México, he will devote his in-depth business knowledge of the Mexican market, strong commitment to strategic targets and management skills to the best benefit of the company's success.

**Marcelo Suhner, CEO Crown Gaming México,** says: *"I am honoured to assume this new role in the management of NOVOMATIC in Mexico and thrilled to be supported by such a professional team of experts. NOVOMATIC gaming technology products and industry solutions are renowned for their premium quality and performance, and I consider it a privilege to be able to assert my own skill set, business experience and commitment to achieve the goals we have set."*

New **CFO Crown Gaming México, Cristian Olejnik,** joined the NOVOMATIC AG Group in 2010 and served in various senior executive management positions in the areas of finance, tax, M&A, controlling, IT and HR for a number of subsidiary units. He is native of Argentina, with a professional background as a tax consultant and certified public accountant as well as a vast experience in financial management. His many years of experience in the gaming sector and excellent knowledge of internal structures within the Group will add great value to the business operations and management of Crown Gaming México.

**Cristian Olejnik, CFO Crown Gaming México,** adds: *"It is a pleasure to welcome Marcelo, whom I have known for many years, in the NOVOMATIC family and to now work with him and this strong local team to further develop the NOVOMATIC business in Mexico. NOVOMATIC has been active in the Mexican market with a long-term footprint and a record of success for more than 20 years. Our products have a substantial track record of leading performance across Latin America and are renowned for their outstanding design, immersive game play, premium quality and proven reliability."*

## Greentube acquires US games studio Present Creative

October 11, 2022



Subscribe

Novomatic's digital gaming and entertainment division, Greentube, has acquired US games development studio Present Creative as the company continues its growth strategy in North America.



The company said the acquisition will see Greentube further expand its presence in the US, where it has made significant inroads over the last 12 months, with the supplier bolstering its local product offering.

Present Creative is a US-based development studio that creates content for the igaming and lottery sectors. It works in both the real-money and casual gaming spheres and

has created its own original and innovative games, a number of which were recently approved to be released by the Michigan State Lottery.

Through the acquisition, Greentube will gain a local team focused on game design and sales in the US. The acquisition will boost the capabilities of Present Creative, as well as increasing the speed to market of its content roadmap.

Michael Bauer, CFO/CGO at Greentube, said: "We are thrilled to announce this acquisition as Present Creative is a very good fit for us. They have strong experience of developing exciting games and know the intricacies of the North American market well, enabling us to add even more local flavour to our games. The US is a market of great importance to us, and we have bold plans to become a leading supplier in the region. This acquisition will propel that expansion."

Ben Sutherland, CEO and co-founder at Present Creative, said: "We are excited to now be part of the Greentube family and this acquisition will allow us to speed up our development processes and take our content to new heights. This is a fantastic opportunity for Present Creative and we look forward to working closely with Greentube to bring exciting new content to local players through their impressive operator network."

Greentube entered the US in September 2021 and is now live in New Jersey and Michigan. The supplier has also received a licence to operate in the Canadian province of Ontario and has ambitious plans to further grow in North America.

## Novomatic Unveils Leadership Changes for Crown Gaming México



One of the biggest international producers and operators of gaming technologies, **Novomatic**, unveiled management structure changes for Crown Gaming México.

### Marcelo Suhner, Cristian Olejnik Resume Roles as Managing Directors

The announcement came Monday and sees **Marcelo Suhner** resume his role as managing director of Crown Gaming México. His appointment is effective as of **October 1, 2022**, according to Novomatic. As a result, **Suhner assumes the role of acting CEO of Crown Gaming México**. Suhner steps in to fill the position from **Thomas Borgstedt**, who was formerly the general manager of Crown Gaming México. Borgstedt will continue to be a part of the company and lead its expansion in the [LatAm region](#) as general manager of Novo Chile. Besides selecting Suhner as acting CEO, the company unveiled another senior-level appointment. Novomatic revealed that **Cristian Olejnik resumed his role as managing director of Crown Gaming México**. Consequently, he was appointed as the company's new CFO.

Suhner is a gaming industry veteran with significant experience. Before joining Novomatic, he had a **successful career with the Swiss technology corporation Sulzer**. During his tenure at Sulzer, Suhner held different senior-level positions related to finance, GM and auditing. He has a BA degree and held the role of **independent consultant for different businesses** interested in entering the market in Mexico. According to Novomatic, in his new role, Suhner will help the company achieve strategic goals by **leveraging his in-depth knowledge of the Mexican market**.

On the other hand, Olejnik has **decades of experience within the gaming industry**. He first joined Novomatic back in 2010 and since then, has held multiple executive management positions. What's more, Olejnik's professional background includes significant experience in financial management. Similar to Suhner, Olejnik has **deep knowledge within the gaming industry**, as well as the business management and operations of Crown Gaming México.

### The Recent Appointments Bring Excitement for the Duo

Olejnik commented on the topic by saying that it is **delightful to team up with Suhner and the company's local team** to further help Novomatic expand in the region. He pointed out that the company has been continuously growing in the regulated market in Mexico and has a track record of more than two decades. Last but not least, Olejnik said: "Our products have a substantial track record of leading performance across Latin America and are renowned for their outstanding design, immersive game play, premium quality and proven reliability."

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*"I am honored to assume this new role in the management of NOVOMATIC in Mexico and thrilled to be supported by such a professional team of experts."*

**Marcelo Suhner, CEO Crown Gaming México** ———

Suhner added that he is **honored to join the company's senior leadership team and collaborate with its experts**. He revealed that Novomatic offers unique products and solutions for the gaming industry which are famous for their quality, performance and scalability. In conclusion, Suhner said: "I consider it a privilege to be able to assert my own skill set, business experience and commitment to achieve the goals we have set."