

## Pressespiegel 2023

Berichterstattung  
NOVOMATIC

Erstellt von **Group Marketing & Communications**

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yogonet.com, 31. Juli 2023

## Novomatic announces new management structure for African unit



Gaming technology group **Novomatic** has announced a new management structure for its Africa unit, a region in which the company has been now active for nearly 23 years. The new structure **will go into effect from August 1st.**

The company said that **the team at the regional Novomatic Africa headquarters, located in Midrand (Johannesburg area, South Africa),** is "delivering first-class products and services to gaming operators in both the casino and the LPM-market segments" in South Africa and many other African countries, as well as "strategically steering Novomatic's gaming operations in Eswatini."

**Sonya Nikolova**, after having served as a member of the local Board of Directors for several years, **has decided to move back to Europe to take on a new strategic role** in the area of Global Sales at Novomatic's headquarters in Austria.

**Muriel Loftie-Eaton and Alexander Merwald will remain in their current Board of Director functions at the Novomatic Africa Group,** whereby Muriel Loftie-Eaton will in addition join Alexander Merwald as Managing Director at Novomatic South Africa, a company solely focused on the South African market.

**Chantel Crossley, who has been with the Novomatic Africa Group since 2022 as Head of the Group's finance department, will join both Muriel Loftie-Eaton and Alexander Merwald as Managing Director** of the local group's holding company Novomatic Africa, as well as joining Alexander Merwald as Managing Director co-heading the group's operational company in Eswatini.

**Chantel Crossley is described by Novomatic as a chartered accountant with degrees from the University of Witwatersrand with many years of financial and operational experience in the IT and financial services industries.** Crossley has worked for EOH Mthombo, a major South African IT and consultancy company; and Deloitte South Africa, both domestically and abroad.

**With an extensive commitment to her new role, Chantel Crossley will bring her in-depth knowledge of the South African market** as well as management skills and strategic focus to Novomatic, said the company.

**"Since joining the Novomatic Group, I have been excited to be part of one of the largest integrated gaming companies in the world.** Now, I am looking forward to being able to contribute my personal management expertise and experience on a strategic level to further the growth of the Group in the region," said **Chantel Crossley.**

**Alexander Merwald** added: **"Muriel Loftie-Eaton and I are delighted to have Chantel Crossley join us as Managing Director at the Novomatic Africa Group.** We are looking forward to collaborating with her to grow Novomatic's markets in the South African region together."

## Greentube increases Belgian footprint through Betway launch

28th July 2023 | By Rochelle Piggot

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**Greentube, the Novomatic Digital Gaming and Entertainment division, has expanded its reach in the regulated Belgian market by taking its games live with leading operator and long-term partner Betway.**

The casino portfolio now available to Belgian players at Betway.be includes a wide range of classic Greentube favourites, including Hot Cubes, Starliner and Book of Ra deluxe. All three slots have enduring popularity in the local market as a result of their strong performance as Novomatic titles in the country's strong land-based sector.

The integration of content into Betway's platform took place through the iForum aggregation platform.

The launch, which serves to further strengthen Greentube's position in Belgium, is the latest landmark to be reached as part of the long-term alliance in regulated markets worldwide with Betway.

Jordan Wall, sales and key account manager at Greentube, said: "We are delighted to deliver popular digital takes on all-time classic slots to more players in Belgium, through our valued partner Betway. We believe that the market will respond favourably to the selection of entertainment that we are providing, further enhancing our presence in this key regulated market."

Anthony Werkman, CEO of Betway, said: "We are thrilled to welcome Greentube, a leading provider of classic gaming content, to our portfolio in Belgium. Their premium selection of player-favourite titles is a perfect fit for our casino, giving our customers more exciting games to enjoy in a fair, safe and responsible environment."





ADMIRAL BUNDESLIGA

## Sky Österreich und Admiral Sportwetten gehen in Verlängerung und erweitern Zusammenarbeit

28.07.2023, 10:12

- Admiral bleibt exklusiver Programmsponsor der Admiral Bundesliga auf Sky Sport Austria
- Zusätzlich wird die UEFA Champions League 23/24 auf Sky Sport Austria mit Admiral als Hauptsponsor präsentiert
- Breitestes Live-Sport-Umfeld und steigende Reichweiten auf Sky Sport Austria sorgen für das perfekte Werbeumfeld

Sky Österreich und Admiral setzen ihre enge, langjährige Partnerschaft fort und gehen im Herbst bereits in die 15. gemeinsame Bundesligasaison. Denn auch in der kommenden Saison 2023/24 bleibt Admiral Sportwetten exklusiver Programmsponsor der Admiral Bundesliga auf Sky Sport Austria.

### Goldenspot bei UEFA Champions League

Neben der erfolgreichen Partnerschaft in der Admiral Bundesliga wird Admiral zukünftig auch Hauptsponsor der UEFA Champions League Übertragungen auf Sky Sport Austria. Admiral hat sich damit über die gesamte Saison 23/24 in jeder Konferenz und in jedem Einzelspiel den sogenannten „Goldenspot“ unmittelbar vor dem Anpfiff der 1. Halbzeit gesichert. Durch die Einzelspotposition zu diesem Zeitpunkt genießt Admiral als Hauptsponsor die volle Aufmerksamkeit der exklusiven Sky-Zielgruppe. Abgerundet wird das Premium Saison Paket mit klassischen Spotplatzierungen bei den Livespielen, im UEFA Champions League Magazin sowie online durch Display Werbemittel und der Online-Quotenintegration auf [skysportaustria.at](https://skysportaustria.at).

### **Maßgeschneiderte Werbeformen**

Als erneuter Premiumsponsor der Admiral Bundesliga auf Sky Sport Austria profitiert Admiral von einer crossmedialen Einbindung im TV-, Online- und Social-Media-Umfeld. Die verlängerte Partnerschaft umfasst alle Live-Übertragungen der heimischen Bundesliga, alle Talk-Formate sowie digitale Werbemittel auf der größten heimischen Sportplattform [skysportaustria.at](https://www.skysportaustria.at). Zusätzlich zu klassischen Werbeformen setzen die beiden Sportunternehmen auf innovative und maßgeschneiderte Werbeformen, wie etwa die automatisierte Einbettung der Live Wettquote via Augmented Reality – Branchenexklusivität inklusive.

### **Exklusiver Live-Sport und Reichweiten-Steigerungen**

Exklusivität ist auch das Hauptasset, warum Werbetreibende zu Sky Sport Austria kommen. Neben der Admiral Bundesliga bietet Sky in Österreich mit der Premier League, Champions League, Europa League, Conference League, NHL, Formel 1 und Tennis das umfangreichste Sportangebot im Markt. Damit ist Sky Sport Austria die erste Adresse für Marken, die sich in einem exklusiven Live-Sport-Umfeld präsentieren wollen. Die Attraktivität des Programms spiegelt sich auch in den wachsenden Zuschauer:innenzahlen wider. Und auch der Streamingdienst Sky X, der immer mehr Sport-Fans vereint, trägt regelmäßig zu Reichweiten-Rekorden bei.

**David Koppensteiner, Head Of Ad Sales Sky Österreich:** „Die Partnerschaft mit Admiral war von Beginn an geprägt von einer Zusammenarbeit auf Augenhöhe und dem gemeinsamen Wunsch sich stets weiterzuentwickeln und Neues auszuprobieren. In den letzten 15 Jahren haben wir technische Lösungen entwickelt, die heute state-of-the-art sind. Ich sage Danke für das Vertrauen und freue mich auf die nächsten Saisons.“

**Jürgen Irsigler, Geschäftsführer Admiral Sportwetten:** „In einer so schnelllebigen Zeit und einer sehr dynamischen Veränderung am TV-Markt durch ständig neue Produkte und einer steigenden Anzahl von crossmedialen Anbietern, ist diese Partnerschaft über 15 Jahre und die erneute Verlängerung ein klares Statement für eine erfolgreiche, loyale und stets zukunftsorientierte Zusammenarbeit zwischen Sky Österreich und ADMIRAL. Wir warten als exklusiver Programmsponsor mit Vorfreude auf den Anpfiff der neuen Saison in der ADMIRAL Bundesliga und der UEFA Champions League und werden zusammen mit Sky die Kooperation mit Innovation und Kreativität umsetzen.“





NOVOMATIC AFRICA – Chantel Crossley, Alexander Merwald & Muriel Loftie-Eaton

## NOVOMATIC Africa Group introduces new management structure

July 27, 2023

***NOVOMATIC Africa, the local African unit of international gaming technology group NOVOMATIC, announces new management structure with effect as of August 1st***

Gumpoldskirchen – NOVOMATIC has been spearheading the South-African gaming industry with a long-term footprint and a record of success for close to 23 years. The team at the regional NOVOMATIC Africa headquarters located in Midrand (Johannesburg area) is delivering first-class products and services to gaming operators in both the casino and the LPM market segments in South Africa and many other African countries as well as strategically steering NOVOMATIC's gaming operations in Eswatini.

Sonya Nikolova, after having served as a member of the local Board of Directors for several years and thereby contributing significantly to the success of NOVOMATIC in the Southern African region, has decided to move back to Europe to take on a new strategic role in the area of Global Sales at NOVOMATIC's headquarters in Austria.

Muriel Loftie-Eaton and Alexander Merwald will remain in their current Board of Director functions at the NOVOMATIC Africa Group, whereby Muriel Loftie-Eaton will in addition join Alexander Merwald as Managing Director at NOVOMATIC South Africa (PTY) Ltd., a company solely focused on the South African market.

Chantel Crossley, who has been with the NOVOMATIC Africa Group since 2022 as Head of the Group's finance department, will join both Muriel Loftie-Eaton and Alexander Merwald as Managing Director of the local Group's holding company NOVOMATIC Africa (PTY) Ltd., as well as joining Alexander Merwald as Managing Director co-heading the Group's operational company in Eswatini.

Chantel Crossley is a chartered accountant with degrees from the University of Witwatersrand with many years of financial and operational experience in the IT and financial services industries having worked for EOH Mthombo, a major South African IT and consultancy company and Deloitte South Africa, both domestically and abroad. With extensive commitment to her new role, Chantel Crossley will bring her in-depth knowledge of the South African market as well as management skills and strategic focus to NOVOMATIC.

"Since joining the NOVOMATIC Group, I have been excited to be part of one of the largest integrated gaming companies in the world. Now, I am looking forward to being able to contribute my personal management expertise and experience on a strategic level to further the growth of the Group in the region," said Chantel Crossley.

Alexander Merwald adds: "Muriel Loftie-Eaton and I are delighted to have Chantel Crossley join us as Managing Director at the NOVOMATIC Africa Group. We are looking forward to collaborating with her to grow NOVOMATIC's markets in the South African region together."

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 23,900 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to about 100 countries and has locations in about 50 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its about 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC AG Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, Online gaming and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services.



casinobeats.com, 27. Juli 2023

## Betway calls Greentube 'perfect fit' for Belgium online casino offering

July 27, 2023



**Greentube** has bolstered its presence in the Belgium market after sealing a new online casino content deal with **Betway**.

Through the partnership, the operator's Belgian customers now have access to the provider's casino portfolio following an integration on the Betway platform, enabled via the **iForum** aggregation platform.

**Anthony Werkman**, CEO of Betway, commented: "We are thrilled to welcome Greentube, a leading provider of classic gaming content, to our portfolio in Belgium.

"Their premium selection of player-favourite titles is a perfect fit for our casino, giving our customers more exciting games to enjoy in a fair, safe and responsible environment."

Betway players in Belgium will be able to play Greentube titles such as Hot Cubes, Starliner and Book of Ra deluxe, as all three of these slots performed well as Novomatic titles in the country's land-based sector.

**Jordan Wall**, Sales & Key Account Manager at Greentube, added: "We are delighted to deliver popular digital takes on all-time classic slots to more players in Belgium, through our valued partner Betway.

"We believe that the market will respond favourably to the selection of entertainment that we are providing, further enhancing our presence in this key regulated market."

Greentube has been **expanding** its reach across Europe over the past few months, most recently growing its presence in the Netherlands with **bet365**.

gamblingnews.com, 27. Juli 2023

## Greentube Strengthens Belgian Footprint with Betway Partnership

NOVOMATIC Digital Gaming and Entertainment division, Greentube, has expanded further in the Belgian iGaming market



Image Source: Shutterstock.com

Greentube is doubling down on its reach in **Belgium** through a new content partnership with a long-standing global partner for the supplier, **Betway**. Thanks to this particular tie-up, Greentube's portfolio will now be deployed with the prominent iGaming and sports betting **brands** in the European market.

## Greentube Continues Betway Partnership in Belgium

Among the games that Greentube is bringing are such select titles as Hot Cubes, Book of Ra, and Starliner. All three games have already proven a success both in the market and internationally, and they will give Betway more teeth in clawing a larger share of the lucrative Belgian iGaming landscape as well.

Betway has used the iForium aggregation platform to facilitate this content integration and ensure that players will have quick and easy access to the titles on the platform.

Greentube sales & key account manager **Jordan Wall** was excited at the opportunity to see the company's games go live with yet another trusted and valued partner such as Betway in Belgium. Wall added:

*We believe that the market will respond favorably to the selection of entertainment that we are providing, further enhancing our presence in this key regulated market.*

Greentube sales & key account manager Jordan Wall ———

Betway CEO **Anthony Werkman** was similarly thrilled and excited at the opportunity. He said that Greentube is indeed a leading and world-class gaming content provider and that the supplier will significantly strengthen Greentube's position in the country.

Players will get to enjoy more exciting games that are fair, safe, and responsible. Greentube has been rapidly expanding its offer and product reach with rollouts in several countries.

## Greentube Doubles Down on International Growth

Elsewhere in Europe, the company negotiated a new partnership with [bet365](#) and rolled out content with the website's Dutch-facing operations. Beyond Europe, the company has teamed up with [Rush Street Interactive](#) and BetRivers to bring its dedicated content to Ontario and Michigan. Greentube is committed to maintaining its pace of growth in all jurisdictions it's operating in, with more markets to be explored by the company in future.

In the meantime, Betway has been strengthening its own commitment to fair gameplay. The company said that it's committed to [EGBA's newly-established guidelines](#) on combating money laundering in Europe.



europeangaming.eu, 27. Juli 2023

## Greentube increases Belgian footprint through Betway launch

Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has expanded its reach in the regulated Belgian market by taking its games live with leading operator and long-term partner Betway.

The casino portfolio now available to Belgian players at Betway.be includes a wide range of classic Greentube favourites, including *Hot Cubes*, *Starliner* and *Book of Ra™ deluxe*. All three slots have enduring popularity in the local market as a result of their strong performance as NOVOMATIC titles in the country's strong land-based sector.

The integration of content into Betway's platform took place through the iForum aggregation platform.

The launch, which serves to further strengthen Greentube's position in Belgium, is the latest landmark to be reached as part of the long-term alliance in regulated markets worldwide with Betway.



**Jordan Wall, Sales & Key Account Manager at Greentube,** said: "We are delighted to deliver popular digital takes on all-time classic slots to more players in Belgium, through our valued partner Betway. We believe that the market will respond favourably to the selection of entertainment that we are providing, further enhancing our presence in this key regulated market."

**Anthony Werkman, CEO of Betway,** said: "We are thrilled to welcome Greentube, a leading provider of classic gaming content, to our portfolio in Belgium. Their premium selection of player-favourite titles is a perfect fit for our casino, giving our customers more exciting games to enjoy in a fair, safe and responsible environment."

gamblinginsider.com, 27. Juli 2023

## **Greentube launches with Betway in Belgium**

The data has been integrated into the Betway platform using the iForum aggregation tool.

Greentube, the Novomatic Digital Gaming and Entertainment division, has increased its presence in the regulated Belgian market by launching its games with operator and long-term partner Betway.

A large selection of Greentube slots, such as Hot Cubes, Starliner and Book of Ra Deluxe, are now included in the casino portfolio accessible to Belgian players.

The iForum aggregation tool was used to integrate material into the Betway platform.

The launch is the most recent step in the long-term partnership between Greentube and Betway in regulated markets around the world. It serves to strengthen Greentube's position in Belgium.

Jordan Wall, Sales & Key Account Manager at Greentube, said: "We are delighted to deliver popular digital takes on all-time classic slots to more players in Belgium, through our valued partner Betway.

"We believe that the market will respond favourably to the selection of entertainment that we are providing, further enhancing our presence in this key regulated market."

Anthony Werkman, CEO of Betway, said: "We are thrilled to welcome Greentube to our portfolio in Belgium. Their premium titles is a perfect fit for our casino, giving our customers more exciting games to enjoy in a fair, safe and responsible environment."

Meanwhile, to debut its content with **BetRivers** in Ontario and Michigan, Greentube expanded its collaboration with US operator Rush Street Interactive (RSI) in April.

Last year Greentube and RSI launched content in New Jersey.



yogonet.com, 27. Juli 2023

GAMES NOW AVAILABLE TO BELGIAN PLAYERS

## Greentube expands Belgian market reach through Betway launch



Jordan Wall, Sales & Key Account Manager at Greentube

iGaming company **Greentube** has expanded its reach in the Belgian market by taking its games live with operator and long-term partner **Betway**. The online casino portfolio of Novomatic's digital gaming division is now available to Belgian players at Betway.be and includes a wide range of "classic Greentube favorites."

**The list of favorites includes releases such as Hot Cubes, Starliner and Book of Ra deluxe.** "All three slots have enduring popularity in the local market as a result of their strong performance as Novomatic titles in the country's strong land-based sector," said Greentube.

**The integration of content into Betway's platform took place through the iForum aggregation platform**, the company noted. The launch, which serves to further strengthen Greentube's position in Belgium, is the latest landmark to be reached "as part of the long-term alliance in regulated markets worldwide with Betway."

**Jordan Wall, Sales & Key Account Manager at Greentube**, said: "We are delighted to deliver popular digital takes on all-time classic slots to more players in Belgium, through our valued partner Betway. We believe that the market will respond favourably to the selection of entertainment that we are providing, further enhancing our presence in this key regulated market."

**Anthony Werkman, CEO of Betway**, added: "We are thrilled to welcome Greentube, a leading provider of classic gaming content, to our portfolio in Belgium. Their premium selection of player-favourite titles is a perfect fit for our casino, giving our customers more exciting games to enjoy in a fair, safe and responsible environment."

**Earlier in the month**, Greentube also expanded its footprint in the US market through the launch of its new iLottery game **Drop The Balls**. The product is described by the company as a cross between pinball, pachinko and bagatelle, and has been specifically designed "to appeal to a wider audience."

Working closely with partner EQL's RGS aggregation platform, **Greentube USA**, which debuted **Drop The Balls with the Washington DC Lottery**, anticipates this to be the first of many game releases across the USA and additionally in LatAm and European territories.

gamblingnews.com, 27. Juli 2023

## NOVOMATIC Africa Introduces Management Team Changes

Sonya Nikolova will exit the company, Chantel Crossley will join the board



Image Source: NOVOMATIC

NOVOMATIC's African unit, **NOVOMARIC Africa**, unveiled a new management structure. The changes to its team will come into effect starting August 1.

As announced by the company, **Sonya Nikolova**, one of its board of directors members and biggest contributors to the company's growth in South Africa, will move back to Europe. Following her exit from the African branch, Nikolova will join the main company in a new global sales role at NOVOMATIC's Austrian headquarters.

At the same time, **Muriel Loftie-Eaton** and **Alexander Merwald** will retain their current positions at NOVOMATIC Africa's board of directors. Loftie-Eaton will also join Merwald as managing director at NOVOMATIC South Africa.

Speaking of MD positions, **Chantel Crossley** will be appointed as managing director of NOVOMATIC Africa. In addition to that, Crossley will join Merwald as MD co-heading the group's business in Eswatini.

Crossley is a chartered accountant with degrees from the University of Witwatersrand. She boasts years of experience in financial positions, having previously served other South African companies, such as EOH Mthombo and Deloitte South Africa. Her experience and knowledge made her a perfect asset for NOVOMATIC's African operations.

## Crossley Is Happy to Work with NOVOMATIC

Crossley commented on her new positions, sharing her delight to work with NOVOMATIC. The appointee expressed her excitement about working for one of the largest integrated gaming companies in the world and said that she is looking forward to bolstering NOVOMATIC's local growth.

**Now, I am looking forward to being able to contribute my personal management expertise and experience on a strategic level to further the growth of the Group in the region.**

Chantel Crossley, managing director, NOVOMATIC Africa

Merwald expressed his and Loftie-Eaton's delight to welcome Crossley on board. He said that his team is excited to welcome her as MD at the NOVOMATIC Africa Group and said that he is excited to work with her.

**We are looking forward to collaborating with her [with Crossley] to grow NOVOMATIC's markets in the South African region together.**

Alexander Merwald, managing director, NOVOMATIC Africa

NOVOMATIC has been spearheading gaming in South Africa for over two decades. The company's African business is headquartered in Midrand, allowing it to deliver best-in-class products and services to local operators.

NOVOMATIC continues its global expansion with launches and deals in numerous regulated markets. At the beginning of this month, the company expanded its Asia-Pacific presence via a partnership agreement with Tecnet Asia.

Last year, the gaming giant secured G4 certifications in Italy and Spain.



gamblinginsider.com, 27. Juli 2023

## Novomatic Africa restructures management team

The restructure will see several changes made to Novomatic Africa's Board – with Chantal Crossley moving up as to become a new Managing Director.

By Matthew Nicholson



Listen To Article



Novomatic has announced changes to the management structure of its Novomatic Africa Group, which will be effective as of 1 August.

Muriel Loftie-Eaton and Alexander Merwald will stay as members of the Board of Directors at Novomatic Africa. At the same time, Sonya Nikolova will return to Europe and join the company's Global Sales team in a strategic role in Austria.

Meanwhile, Chantal Crossley will become a Managing Director, alongside Loftie-Eaton and Merwald at Novomatic Africa – while also joining Merwald as Managing Director of Novomatic Africa's Eswatini operational company.

Crossley said of her impending move to Managing Director: "Since joining the Novomatic Group, I have been excited to be part of one of the largest integrated gaming companies in the world.

"Now, I am looking forward to being able to contribute my personal management expertise and experience on a strategic level to further the growth of the Group in the region."

Meanwhile, Merwald added: "Muriel Loftie-Eaton and I are delighted to have Chantal Crossley join us as Managing Director at the Novomatic Africa Group.

"We are looking forward to collaborating with her to grow Novomatic's markets in the South African region together."

In other African news, NeoGames-owned company Pariplay revealed it had gone live in South Africa through its partnership with SunBet.

Tsachi Maimon, NeoGames President, said of that deal: "Sun International is one of the most well-known casino brands in the African continent, offering incredible land-based as well as online play – through SunBet – for its customers."



27.07.2023

## Löwen spenden Tischkicker an Jugendtreff

Löwen Entertainment spendet einen Löwen Soccer an den Jugendtreff des Vereins Pro Jugend Dinklage. Das berichten die Binger in einer Pressemitteilung. Sebastian Foethke, Bevollmächtigter der Geschäftsführung für Politik & Regulierung von Löwen Entertainment, überreichte den Tischkicker an die Leiterin des Jugendtreffs, Anna Nies, im Beisein des Landtagsabgeordneten des Wahlkreises Vechta, André Hüttemeyer MdL (CDU).

„Im Namen des gesamten Vereins möchte ich mich recht herzlich bei Löwen Entertainment für diese tolle Unterstützung bedanken“, sagt Anna Nies. „Es war ein großer Wunsch unserer Jugendtreffgäste, einen neuen Tischkicker zu bekommen. Toll, dass das von Löwen Entertainment ermöglicht wurde.“

Der Verein Pro Jugend Dinklage wurde 1999 gegründet und beschäftigt 13 Angestellte sowie 6 Honorarkräfte. Neben dem Jugendtreff bietet der Verein unter anderem Betreuungsplätze im eigenen Hort „Eule“, Sozialtrainings sowie Sprachförderungen in der Stadt Dinklage an.

Bild: Sebastian Foethke (2. v. l.), Bevollmächtigter der Geschäftsführung für Politik & Regulierung von Löwen Entertainment, überreicht den Tischkicker an Anna Nies (l.), Leiterin des Jugendtreffs Dinklage. André Hüttemeyer MdL (r.), CDU-Landtagsabgeordneter des Wahlkreises Vechta, freut sich mit.



## Novomatic Africa introduces new structure

Novomatic has been spearheading the South African gaming industry with a long-term footprint and a record of success for close to 23 years.



The team at the regional Novomatic Africa headquarters located in Midrand in the Johannesburg area is delivering products and services to gaming operators in both the casino and the LPM market segments in South Africa and many other African countries as well as strategically steering Novomatic's gaming operations in Eswatini.

Sonya Nikolova, after having served as a member of the local board of

directors for several years and thereby contributing significantly to the success of Novomatic in the southern African region, has decided to move back to Europe to take on a new strategic role in the area of global sales at the headquarters in Austria.

Muriel Loftie-Eaton and Alexander Merwald will remain in their current director functions at the Novomatic Africa Group, whereby Muriel Loftie-Eaton will in addition join Alexander Merwald as managing director at Novomatic South Africa, a company solely focused on the South African market.

Chantel Crossley, who has been with the Novomatic Africa Group since 2022 as head of the group's finance department, will join both Loftie-Eaton and Merwald as managing director of the local group's holding company Novomatic Africa, as well as joining Merwald as managing director co-heading the group's operational company in Eswatini.

Crossley will bring her in-depth knowledge of the South African market as well as management skills and strategic focus to Novomatic. "Since joining the group, I have been excited to be part of one of the largest integrated gaming companies in the world.

"Now, I am looking forward to being able to contribute my personal management expertise and experience on a strategic level to further the growth of the group in the region."

Merwald added: "Muriel Loftie-Eaton and I are delighted to have Chantel Crossley join us as managing director at the Novomatic Africa Group. We are looking forward to collaborating with her to grow Novomatic's markets in the South African region together."



## Intergaming, Ed. August 2023

### Novomatic 'highest Austrian brand value increase in 2023'

FOR the fourth time in a row, Novomatic has ranked second among the 10 most valuable brand companies in Austria by the European Brand Institute.

However, with an increase of 13.6 per cent, Novomatic did record the largest brand value increase within one year of the top 10 companies. The company's value now stands at EUR 3.446bn.

The companies are ranked on the basis of brand strength, trend development, brand potential and revenue. Red Bull took the top spot on the list.

"The excellent rankings in both the brand value and the sustainable brand ranking once again prove the success of our sustainable corporate strategy, according to which success can only be achieved by embracing our

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responsibility," said Novomatic executive board member Johannes Gratzl.

"Sustainable brands create trust and are an important basis for our business success against the background of the increasing importance of the sustainability dimension."

Intergaming, Ed. August 2023

## Novomatic feature premium titles in Novo Line Cash Connection Edition 4

**CONNECT and cash in with an exciting selection of new slot highlights!**

Colourful Mexican fiestas, ancient kings, queens and pharaohs, and a variety of proven player favourites comprise the premium mix of 20 titles in the Novo Line Cash Connection Edition 4.

Every game comes with a Lock 'n' Win Jackpot feature that thrills players with instant prizes,

bonus awards and more chances for the big jackpot wins.

Presented in banks of leading Novomatic cabinets such as the brand-new Black Edition II XL 3.32 and with a variety of available high visibility signage solutions, this Linked multi-game offers everything players look for: multi-denomination, inspiring slot adventures and a gripping two-level progressive jackpot.



## NOVOVISION: NOVOMATIC

**N**OVOVISION not only provides a visionary solution for today's casino requirements but is also constantly growing its technological capacities along the scope of future casino management requirements and operator demands.

Built on the latest cutting edge technology, Novovision is a revolutionary new casino management system with extensive features that cover all areas of a modern casino operation. The system's modular design provides an ideal architecture for easy customisation, allowing absolute flexibility to cater to all kinds of operator needs and legal obligations. Worldwide, some 40,000 gaming

machines, 3,000 betting terminals and 1,300 cash machines are operated via Novomatic's innovative Novovision system, and at this year's European Casino Awards in London, it was recognised as the Best CMS/Software Product.

Novovision provides a powerful toolset that allows operators to streamline their processes, increase operational security and maximise the convenience for their guests with the most secure and innovative cashless experience on the market. The functionalities include a wide range of possibilities for automation, detailed analysis and sophisticated performance optimisation, taking into account all operator requirements and responsibilities in terms of player protection, responsible gaming and

reporting obligations as well as offering modern biometric access solutions and innovative player tracking for live gaming tables.

A highlight of the system is the patented, state-of-the-art biometric solution that employs fingerprint or face recognition to ensure the distinct identification of registered customers. The system's player loyalty functionalities can yield a considerable impact on revenues, with in-depth player tracking of individual preferences and conclusions about specific marketing and promotional strategies. At the same time, Novovision meets 360° requirements to serve operators who not only run a brick-and-mortar business but also an online offer.

Jens Einhaus, sales director NBS, explains: "Innovative technologies like Novovision that serve all these demands and add a huge range of extra benefits for operators and players alike, are being eagerly adopted in the market. Our teams at NBS are fully aware that these systems have to serve three parties on equal terms: the operator, the player and the law. Worldwide, a rapidly growing number of gaming establishments are already operated via the comprehensive Novovision casino management system, which has proven its ability to boost operational profitability in full compliance with even the most stringent responsible gaming requirements, while at the same time delivering a next generation and seamless 360° customer journey for the guest." □





laola.at, 26. Juli 2023

## **ADMIRAL setzt voll auf den heimischen Fußball**



**B**ereits im Juni gaben der ÖFB und ADMIRAL bekannt, dass der österreichische Sportwettenanbieter ab Sommer 2023 zumindest für drei Saisonen als neuer Bewerbungssponsor der Österreichischen Frauen-Bundesliga auftreten wird.

Bei der alljährlichen Pressekonferenz zum Start der Österreichischen Herren-Bundesliga verkündete Jürgen Irsigler, Geschäftsführer der ADMIRAL Sportwetten GmbH, gemeinsam mit Bundesliga-Vorstand Christian Ebenbauer, dass auch die ADMIRAL Bundesliga sowie die ADMIRAL 2. Liga zumindest bis 2028 ihre Namen behalten werden.

Das Bewerbungssponsoring wurde vorzeitig verlängert. ADMIRAL legt den Fokus damit weiterhin auf den heimischen Fußball.

### **Seit 2017 bereits Partner des Frauen-Nationalteams**

Dass ADMIRAL in Österreich ein großer Förderer des Sports ist, steht außer Frage. 2017 startete man als Partner des Frauen-Nationalteams, 2019 bei den Herren. Für die Saison 2023/24 hat die Frauen-Bundesliga erst zum zweiten Mal in der Geschichte einen Titelsponsor.

„Wir haben uns bei ADMIRAL seit mehreren Jahren dazu bekannt, den Frauensport in Österreich aktiv zu fördern und mit unseren Kooperationen nachhaltig weiterzuentwickeln. Spätestens mit unserem Sponsoring-Einstieg beim ÖFB Frauen-Nationalteam im Jahr 2017, werden wir auch als Vorreiter für dieses Ziel im österreichischen Sport anerkannt. Nachdem wir bereits erfolgreich der Namenssponsor der ADMIRAL Bundesliga und ADMIRAL 2. Liga sind, war es für uns eine Herzensangelegenheit, der neue Bewerbungssponsor der Frauen-Bundesliga zu werden. Wir freuen uns auf diesen weiteren Meilenstein und den intensiven Doppelpass mit dem ÖFB“, so Geschäftsführer von ADMIRAL-Sportwetten Jürgen Irsigler.

Was genau von der neuen Partnerschaft erwartet werden darf, werden ÖFB und ADMIRAL Ende August bei einer gemeinsamen Pressekonferenz zum Liga-Start bekanntgeben.

### ***Vorzeitige Verlängerung in der Jubiläumssaison***

Mit dem Saisonstart am Freitag feiert die Österreichische Fußball-Bundesliga nicht nur den Start der 50-Jahre-Jubiläums-Saison, sondern auch die vorzeitige Verlängerung des Bewerbssponsorings der Bundesliga sowie der 2. Liga mit ADMIRAL.

„Vor zwei Jahren haben wir unsere Kooperation mit ADMIRAL gestartet, die zum ersten Mal die beiden höchsten Spielklassen betrifft. Wir stehen nun hier zusammen, weil wir den Erfolg der Kooperation frühzeitig verlängern wollten“, so Bundesliga-Vorstand Christian Ebenbauer bei der Bekanntgabe am 17. Juli 2023.

## LÖWEN ENTERTAINMENT spendet Tischkicker an Jugendtreff Dinklage

Bingen/Dinklage - LÖWEN

ENTERTAINMENT spendet einen LÖWEN Soccer an den Jugendtreff des Vereins Pro Jugend Dinklage e. V. Sebastian Foethke (Bevollmächtigter der Geschäftsführung für Politik & Regulierung von LÖWEN ENTERTAINMENT) überreichte den Tischkicker an die Leiterin des Jugendtreffs, Anna Nies, im Beisein des Landtagsabgeordneten des Wahlkreises Vechta, André Hüttemeyer MdL (CDU).

„Im Namen des gesamten Vereins möchte ich mich recht herzlich bei LÖWEN ENTERTAINMENT für diese tolle Unterstützung bedanken“, sagt Anna Nies.

„Es war ein großer Wunsch unserer Jugendtreffgäste, einen neuen Tischkicker zu bekommen. Toll, dass das von LÖWEN ENTERTAINMENT ermöglicht wurde.“

Der Verein Pro Jugend Dinklage wurde 1999 gegründet und beschäftigt 13 Angestellte sowie 6 Honorarkräfte. Neben dem Jugendtreff bietet der Verein unter anderem Betreuungsplätze im eigenen Hort „Eule“, Sozialtrainings sowie Sprachförderungen in der Stadt Dinklage an.

**Quelle:** LÖWEN ENTERTAINMENT GmbH



V.l.n.r.: Anna Nies (Leiterin des Jugendtreffs Dinklage), Sebastian Foethke (Bevollmächtigter der Geschäftsführung für Politik & Regulierung von LÖWEN ENTERTAINMENT) und André Hüttemeyer MdL (CDU-Landtagsabgeordneter des Wahlkreises Vechta). (Foto: LÖWEN ENTERTAINMENT GmbH)



NOVOMATIC-AKTIONSTAG

# Gesundheit ist Erfolgsgarantin

Novomatic setzt ein Zeichen für betriebliche Gesundheitsförderung.

VON CHRISTOPH DWORAK

**GUMPOLDSKIRCHEN** Der Novo-Company-Day gehört zum jährlichen Fixpunkt für die mehr als 1.000 Mitarbeiterinnen und Mitarbeiter am Headquarter-Standort in Gumpoldskirchen. Der Aktionstag ist der Förderung der Gesundheit sowie des Bewusstseins für Bewegung und ausgewogene Ernährung gewidmet, wie Vorstand Johannes Gratzl betonte: „Wir wollen unsere Mitarbeiterinnen und Mitarbeitern zu gesundem Le-

bensstil ermutigen. Unser Engagement für die Gesundheit und das Wohlbefinden unserer Belegschaft wurde bereits mit zahlreichen Auszeichnungen honoriert, wie jene zum ‚Besten Arbeitgeber Niederösterreichs‘ sowie erneut mit dem Gütesiegel für ‚Betriebliche Gesundheitsförderung.‘

Vorstandskollege Ryszard Presch kam auf das „perfekte Zusammenspiel von Mitarbeitergesundheit und Unternehmenserfolg“ zu sprechen. „Der Erfolg eines Unternehmens ba-



Die Novomatic-Vorstände Johannes Gratzl und Ryszard Presch, Bürgermeister Ferdinand Köck, Allgemeinmediziner & Kabarettist Ronny Tekal, Generalsekretär Stefan Krenn und Christoph Neubauer.

Foto: Novomatic

siert auf gesunden und zufriedenen Mitarbeiterinnen und Mitarbeitern. Mitarbeitergesundheit zu stärken, zählt für uns daher zu einem wesentlichen Baustein für die nachhaltige Unternehmensentwicklung.“

Gumpoldskirchens Bürgermeister Ferdinand Köck, ÖVP, ergänzte: „Ich freue mich, dass Novomatic nicht nur viele qualifizierte Arbeitsplätze schafft, sondern auch der Gesundheit seiner Mitarbeiterinnen und Mitarbeiter einen so hohen Stel-

lenwert einräumt.“ Highlights waren eine umfangreiche Gesundheitsstraße mit Koordinations-Parcours, der Riesenwuzler und die interaktive Tor-schusswand; am Smoothie-Rad konnte man sich nach einer kurzen Sporteinheit erfrischen. Novomatic kooperiert zudem mit einer Initiative gegen die Ablenkung am Steuer durch Handy-nutzung und schafft damit unter der Belegschaft Bewusstsein für die Gefahren im Straßenverkehr.

gamblingnews.com, 25. Juli 2023

## Löwen Entertainment Appoints Sebastian Foethke as Political Affairs Advocate

In this critical role, Foethke will be entrusted with advocating for the company's interests in the ever-changing landscape of politics and regulations



Bingen-based gaming giant **Löwen Entertainment** has recently named **Sebastian Foethke** as the new **representative for political affairs and regulation**. His appointment comes at a time when the gaming industry faces significant regulatory challenges, and Foethke's expertise is seen as a valuable asset.

### Sebastian Foethke Demonstrates Dedication and Influence at Löwen Entertainment

Having joined **Löwen Entertainment's public affairs team in 2017**, **Foethke** has demonstrated his dedication and commitment to the company. Drawing from his extensive experience in the transport and logistics sector, Foethke has brought a fresh perspective to the gaming provider's public affairs endeavors. His passion for the industry and strong track record have earned him recognition and trust among his peers.

As of May 2023, **Foethke** has also taken on the role of **vice president for the German Online Casino Association (DOCV)**, representing Novo Interactive as Löwen Entertainment is part of the Novomatic Group of Companies. This new position further solidifies Foethke's standing as an influential figure within the gaming community and attests to his ability to navigate the intricate web of regulatory complexities.

**Dr. Daniel Henzgen**, managing director of communications and compliance at Löwen Entertainment and also a director at Novo Interactive said: *“We are facing major regulatory challenges in our industry. We are very pleased to be able to rely on Sebastian Foethke and his expertise in the field of public affairs.”*

**Henzgen** further expressed his confidence in Foethke's capabilities.

## German Gaming Sector Faces Regulatory Changes

Notably, **Löwen Entertainment** has been an outspoken critic of the **German State Treaty on Gambling**, which was introduced over two years ago. The gaming provider has been actively involved in advocating for fair and reasonable regulations within the industry.

Germany's gaming sector has witnessed a rapidly evolving regulatory landscape, with the **Higher Administrative Court of the State of Saxony-Anhalt** recently granting the German gaming regulator, Glücksspielbehörde der Länder (GGL), the authority to impose advertising restrictions.

Additionally, the GGL continues its efforts to combat the thriving black market for gambling in the country. According to the GGL's latest report, unlicensed operators in Germany made up less than 5% as of December 2022. In other news, the **German Sports Betting Association (DSWV)** criticized the **German Head Office for Addiction (DHS)** for using incorrect figures and questionable sources in its article, Yearbook Addiction 2023. The DSWV insists that the DHS should correct the market size calculation based on federal tax data and reliable sources to accurately represent the sports betting market in Germany.



igamingbusiness.com, 24. Juli 2023

# Novomatic's Löwen Entertainment promotes Foethke to key role

**Sebastian Foethke is the new management representative for policy and regulation at Novomatic's Löwen Entertainment.**



Following his appointment, Foethke will be responsible for representing the gaming provider's interests in the political and regulatory spaces.

He will report to Daniel Henzgen, the German company's managing director of communications and compliance.

The appointment builds on Foethke's extensive experience within Löwen Entertainment's public affairs team. He joined the company in 2017 after working previously in the transport and logistics sector.

In May, Foethke was installed as the new vice-president of the German Online Casino Association (DOCV). He represents Löwen Entertainment subsidiary Novo Interactive in the role.

## **Regulatory challenges**

"We are facing major regulatory challenges in our industry," says Henzgen, who is also Novo Interactive managing director.

“We are very pleased to be able to rely on Sebastian Foethke and his expertise in the field of public affairs.”

Löwen Entertainment was also one of the most outspoken opponents of the [German State Treaty on Gambling](#). The treaty was introduced [just over two years ago](#).

Meanwhile, operators and providers in the gaming sector face an evolving regulatory landscape in Germany.

Last month, the Higher Administrative Court of the State of Saxony-Anhalt ruled that the German gaming regulator, Glücksspielbehörde der Länder (GGL), [does have the power to impose advertising restrictions](#).

The GGL is also in an ongoing battle to clamp down on a thriving black market in the country. There were [207 unlicensed operators](#) in the country as of December 2022, according to the GGL's most recent report.

Presseportal, 24. Juli 2023

## AdmiralBet unterstützt die SV Elversberg ab sofort als Premium-Partner

**Die SV 07 Elversberg hat mit AdmiralBet einen weiteren, starken Premium-Partner gewonnen.**



"Die SV 07 Elversberg ist ein Verein mit einer beeindruckenden Entwicklung. Wir freuen uns auf die gemeinsame Zeit in der 2. Bundesliga und sind stolz, diesen saarländischen Spitzenclub als erster privater Sportwettenanbieter dabei begleiten zu dürfen", sagt Dr. Daniel Henzgen, Geschäftsführer bei NOVO INTERACTIVE, zu der die Sportwetten-Marke AdmiralBet gehört.

Swen Hoffmann, Vizepräsident der SV Elversberg ergänzt: "AdmiralBet steht mit seinen digitalen Angeboten für Fortschritt und Spannung. Diese Attribute passen sehr gut zu unserer Vereinsphilosophie und bilden die Basiselemente für eine erfolgreiche Zusammenarbeit in den kommenden Jahren."

"Nach erfolgreichen und projektbezogenen Kooperationen in den vergangenen Jahren, freuen wir uns sehr, AdmiralBet ab der kommenden Saison fest an unserer Seite zu haben. Dabei blicken wir auf einen langen, vertrauensvollen Dialog mit dem Unternehmen zurück, der stetig intensiviert wurde und nun in der Premium-Partnerschaft mündet", so David Strauß, Vorstand Marketing & Vertrieb der SV Elversberg.

AdmiralBet ist die Sportwetten-Marke des staatlich lizenzierten, deutschen Online-Glücksspielanbieters NOVO INTERACTIVE. AdmiralBet wird nicht nur ein wichtiger Teil des großen Partner- und Sponsoren-Netzwerks der SV Elversberg mit mittlerweile fast 300 Unternehmen, sondern erhält auch ein umfangreiches Rechtepakett mit TV-relevanten Maßnahmen in der URSAPHARM-Arena. Zudem hat AdmiralBet im Rahmen des Sponsorings bei der SV 07 Elversberg verschiedene Aktivierungsmöglichkeiten im Stadionumfeld und den digitalen Vereinsmedien.