

Pressespiegel 2023

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

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Personalentwicklung als Erfolgsfaktor

Gesunde und motivierte Mitarbeiterinnen und Mitarbeiter sind die Erfolgsbasis jedes Unternehmens. NOVOMATIC ist einer der größten Arbeitgeber Niederösterreichs und fördert die Entwicklung von weltweit 24.500 Menschen.



NOVOMATIC ist als Leading Employer Österreichs ausgezeichnet. Chancengleichheit und Vielfalt sind in der DNA des Vorzeigeunternehmens fest verankert.

Der Gamingtechnologie-Riese NOVOMATIC legt größten Wert auf bestmögliche Rahmenbedingungen für ein gesundes, sicheres und motivierendes Arbeitsumfeld. Zielgruppenorientierte Aus- und Weiterbildungsangebote, innerbetriebliche Gesundheitsförderung, gelebte Work-Life-Balance, Chancengleichheit und Vielfalt sind einige der Prinzipien, die der internationale Konzern aktiv lebt.

In diesem Jahr wurde die NOVOMATIC AG vom Institute of Research & Data Aggregation abermals zum Leading Employer Österreich ausgezeichnet. Damit zählt NOVOMATIC zu jenem einem Prozent aller Unternehmen, das nachweislich herausragende Rahmenbedingungen schafft, um das Arbeitsumfeld motivierend und erfüllend zu gestalten. Kriterien waren Recruiting, Onboarding und die Gestaltung von Arbeitsplätzen, des Weiteren

Angebote zur Gesundheitsförderung und zur besseren Vereinbarkeit von Familie und Beruf.

Neu: ESG-Trainee-Programm

Bei der Aus- und Weiterbildung der Mitarbeiterinnen und Mitarbeiter setzt NOVOMATIC auch auf eigene Programme. Neben einem Talent- und einem Managementprogramm gibt es auch ein Ausbildungsprogramm für die internationalen Casinomanager von morgen. Insgesamt 41.000 Aus- und Weiterbildungstage wurden alleine im Jahr 2022 von Mitarbeiterinnen und Mitarbeitern in Anspruch genommen.

Neu ist dabei das ESG-Trainee-Programm, das im Headquarter in Gumpoldskirchen kürzlich gestartet ist: „Environmental, Social and Governance“ sind ein zentrales Anliegen für finanzielle und nichtfinanzielle Ziele von Unternehmen geworden; NOVOMATIC

unterstreicht damit das nachhaltige Engagement für die Berücksichtigung von Umwelt- und Sozialaspekten sowie nachhaltige Unternehmensführung. Bei der 18-monatigen Ausbildung gibt es Gelegenheit, Einblicke in verschiedene Abteilungen der NOVOMATIC AG zu gewinnen. Dank aktiver Einbindung in Prozesse und Arbeitsabläufe verstehen Trainees die Anforderungen der Fachbereiche viel besser und entwickeln gemeinsam Lösungsansätze im Rahmen des ESG-Reportings.

Fairness und Wertschätzung

ADMIRAL Österreich, die landesweit operative Tochtergesellschaft der NOVOMATIC, erhielt bei ihrer Zertifizierung als „Great Place to Work“ im ersten Halbjahr 2023 ebenso Bestnoten für die Attraktivität als Arbeitgeber. Laut Mitarbeiterbefragung punktete ADMIRAL vor allem im Bereich Fairness. Demnach sind insbesondere der faire Umgang im Team und das wertschätzende Arbeitsumfeld des Entertainment-Anbieters herausragend. ■

Über NOVOMATIC

**24.500 Mitarbeiter:innen,
70 Nationalitäten,
54 Prozent Frauenanteil**

- Europas größtes Gamingtechnologie-Unternehmen mit einem 360-Grad-Produktportfolio
- Rund 1.200 Mitarbeiterinnen und Mitarbeiter in Gumpoldskirchen (NÖ) in unterschiedlichsten Bereichen
- Rund 3.200 Mitarbeiterinnen und Mitarbeiter mit 70 Nationalitäten in Österreich
- Frauenquote 54 Prozent, 39 Prozent davon in Führungspositionen im Konzern weltweit; im Vergleich zu anderen Industrieunternehmen überdurchschnittlich hoch
- Zielgruppenorientierte Aus- und Weiterbildung mit 41.000 Weiterbildungstagen allein 2022

NOVOMATIC sucht ständig engagierte Menschen, die Teil des globalen Teams werden und gemeinsam die Zukunft gestalten wollen. NOVOMATIC bietet unzählige Möglichkeiten, die persönlichen Fähigkeiten zu entfalten. Aktuelle Stellenausschreibungen finden Sie unter:

www.novomatic.com/explore-novomatic/karriere



12.10.2023

Admiral Play unterstützt Elterninitiative Kinderkrebsklinik

Mit einer Spende in Höhe von 5.000 Euro unterstützt Admiral Play, ein Tochterunternehmen von Löwen Entertainment, die Elterninitiative Kinderkrebsklinik e.V. in Düsseldorf. Darüber berichtet das Unternehmen in einer Pressemitteilung. Am 11. Oktober übergaben die Geschäftsführer Boris Kuzenko, Martin Moßbrucker und Martin Restle den symbolischen Spendenscheck an Thomas Enderlein, Vorstandsmitglied der Elterninitiative.

„Wir freuen uns sehr über die großzügige Spende von Admiral Play. Diese Unterstützung ermöglicht es uns, wichtige Projekte zur Verbesserung der Lebensqualität von krebskranken Kindern und ihren Familien weiter voranzutreiben“, so Thomas Enderlein. Bereits seit 2012 spendet Admiral Play jährlich 5.000 Euro an die Organisation. Durch das langjährige Engagement des Düsseldorfer Unternehmens konnten bereits zahlreiche Projekte realisiert werden.

Die Elterninitiative Kinderkrebsklinik ist ein gemeinnütziger Verein, der sich 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.

Foto (v. l.): Martin Restle, Thomas Enderlein, Boris Kuzenko und Martin Moßbrucker bei der Übergabe am 11. Oktober.

Top Company-Siegel 2023 für Löwen Entertainment

Löwen Entertainment freut sich über das Top Company-Siegel 2023 der unabhängigen Arbeitgeber-Bewertungsplattform kununu. Wie das Binger Unternehmen mitteilt, gehöre es damit zu den beliebtesten Arbeitgebern auf der Online-Plattform. Nur fünf Prozent aller Arbeitgeberprofile qualifizieren sich für die Auszeichnung als beste Arbeitgeber in Deutschland. Basis sind ausschließlich die kununu-Bewertungen von Arbeitnehmerinnen und Arbeitnehmern.

Den Bewertungen zufolge schätzen Mitarbeiterinnen und Mitarbeiter an Löwen Entertainment insbesondere die Arbeitsumgebung und -atmosphäre sowie den Zusammenhalt unter den Kolleginnen und Kollegen, heißt es in der Aussendung von Löwen. Ebenso positiv bewertet worden seien die Kategorien Work-Life-Balance und interessante Aufgaben. Rund 90 Prozent empfehlen das Unternehmen weiter.

„Auszeichnung bestätigt uns“

„Wir freuen uns sehr über das Feedback und sind stolz, dass Löwen Entertainment zu den Top Companies 2023 zählt“, sagt Personalleiterin Beate Détrie zum Award. „Unser Ziel ist es, unseren Mitarbeiterinnen und Mitarbeitern jeden Tag ein attraktives, inspirierendes Arbeitsumfeld zu bieten, in dem sie sich wohlfühlen und entfalten können. Die Auszeichnung bestätigt uns darin.“ Löwen weist im Zusammenhang mit dem Top Company-Siegel auf die Karrierewebseite des Unternehmens hin. Dort erhalten Interessierte weitere Informationen über Löwen Entertainment sowie aktuelle Unternehmensausschreibungen. Über eine weitere Auszeichnung freute sich Löwen Entertainment bereits im Mai dieses Jahres. Das Unternehmen erhielt für seinen nachhaltigen Ressourceneinsatz das Ökoprot-Siegel 2023 durch den Landkreis Mainz-Bingen.

gamingintelligence.com, 11.10.2023

NOVOMATIC ENTERS HISTORICAL HORSE RACING SECTOR WITH PARIMAX



Novomatic is entering the historical horse racing market in the United States through a joint development partnership with 1/ST Technology's PariMAX.

The partnership will bring Novomatic's portfolio of games to new markets on PariMAX's historical horse racing platform in the US, which is powered by 1/ST Technology's AmTote pari-mutuel technology.

Novomatic and PariMAX also plan to launch their partnership into other markets outside the US, subject to regulatory, technical and commercial feasibility, leveraging Novomatic's global production facilities and distribution channels.

"We are pleased to work with PariMAX to be able to offer our library of games to new customers, through the historical horse racing platform," said Novomatic Americas CEO Rick Meitzler. "This fantastic partnership will enable us to open new markets as well as to grow our business in this segment."

1/ST Technology CEO Paul Williams commented: "We are happy to partner with Novomatic to bring some compelling new offerings to historical horse racing abroad and domestically.

"Together we can continue to prove that fully leveraging pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry."

Isa-guide.de, 11.10.2023

LÖWEN ENTERTAINMENT erhält Top Company-Siegel

Bingen - LÖWEN ENTERTAINMENT hat in diesem Jahr das Top Company-Siegel der unabhängigen Arbeitgeber-Bewertungsplattform kununu erhalten. Damit gehört das Unternehmen zu den beliebtesten auf der Online-Plattform. Nur fünf Prozent aller Arbeitgeberprofile qualifizieren sich für den Award. Grundlage sind die Bewertungen von Arbeitnehmerinnen und Arbeitnehmern.

Den Bewertungen zufolge schätzen Mitarbeiterinnen und Mitarbeiter an LÖWEN ENTERTAINMENT insbesondere die Arbeitsumgebung und -atmosphäre sowie den Zusammenhalt unter den Kolleginnen und Kollegen. Ebenso positiv bewertet werden die Kategorien Work-Life-Balance und interessante Aufgaben. Rund 90 Prozent empfehlen das Unternehmen weiter.

„Wir freuen uns sehr über das Feedback und sind stolz, dass LÖWEN ENTERTAINMENT zu den Top Companies 2023 zählt“, sagt Personalleiterin Beate Détrie. „Unser Ziel ist es, unseren Mitarbeiterinnen und Mitarbeitern jeden Tag ein attraktives, inspirierendes Arbeitsumfeld zu bieten, in dem sie sich wohlfühlen und entfalten können. Die Auszeichnung bestätigt uns darin.“

Weitere Informationen über LÖWEN ENTERTAINMENT und aktuelle Stellenausschreibungen gibt es auf der Karrierewebsite des Unternehmens unter karriere.loewen-gruppe.de.

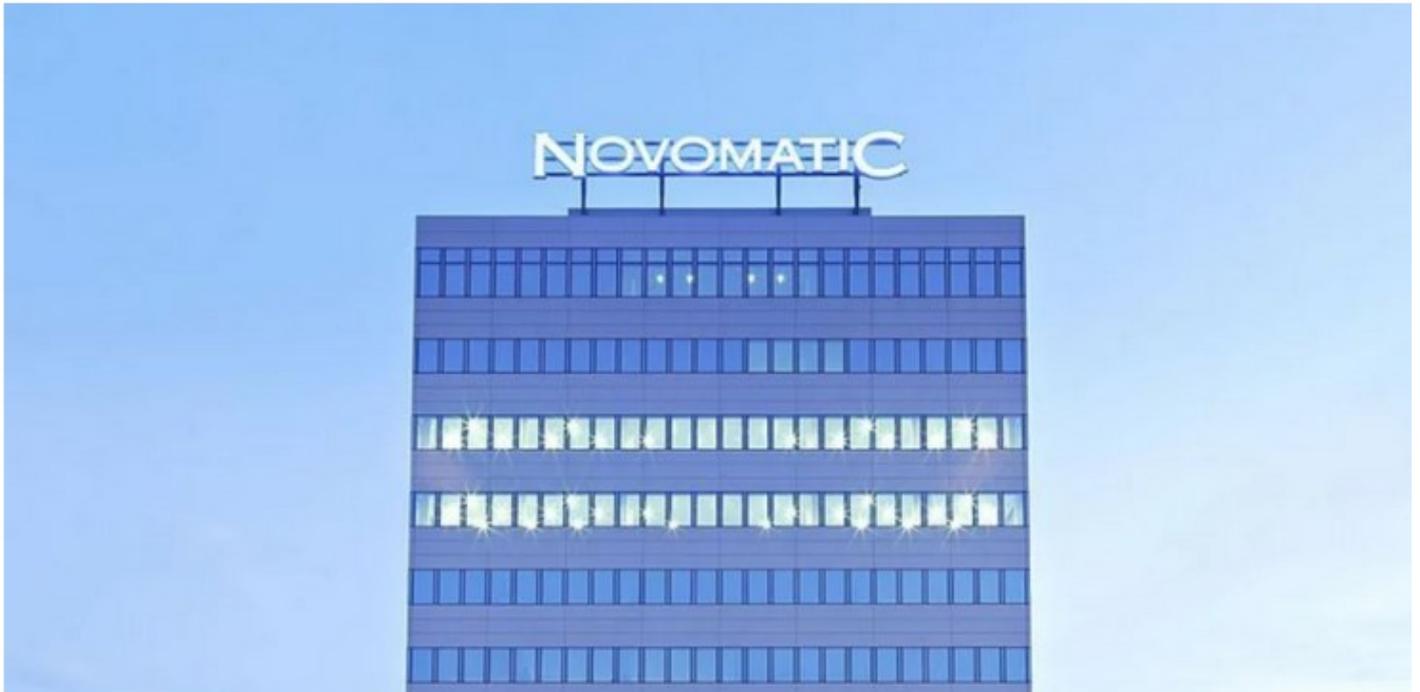


LÖWEN ENTERTAINMENT erhält Top Company-Siegel von kununu. (Foto: LÖWEN ENTERTAINMENT)

Igamingexpress.com, 11.10.2023

NOVOMATIC and 1/ST TECHNOLOGY Partner to Expand Historical Horse Racing Platform

NOVOMATIC, a leading gaming technology supplier and operator, and 1/ST TECHNOLOGY, a subsidiary of The Stronach Group specializing in horse racing and wagering solutions, have announced a joint development partnership.



This collaboration involves NOVOMATIC and 1/ST TECHNOLOGY's subsidiary, PariMAX, which provides a historical horse racing platform powered by AmTote pari-mutuel technology.

Expanding NOVOMATIC's Portfolio

The partnership aims to introduce NOVOMATIC's extensive portfolio of gaming titles to new markets using PariMAX's historical horse racing platform in the United States.

This expansion will provide a fresh avenue for NOVOMATIC's games, targeting both domestic and international markets, contingent on regulatory, technical, and commercial feasibility.

CEO Statements

Rick Meitzler, CEO of NOVOMATIC Americas, commented: "We are pleased to work with PariMAX to be able to offer our library of games to new customers, through the historical horse racing platform. This fantastic partnership will enable us to open new markets as well as to grow our business in this segment."

Paul Williams, CEO of 1/ST TECHNOLOGY, commented: "We are happy to partner with NOVOMATIC to bring some compelling new offerings to historical horse racing abroad and domestically. Together we can continue to prove that leveraging fully pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry."

In summary, NOVOMATIC and 1/ST TECHNOLOGY's partnership is set to expand the reach of NOVOMATIC's gaming titles through the PariMAX historical horse racing platform. This collaboration has the potential to unlock new markets and contribute to the growth of the horse racing industry.

yogonet.com, 11.10.2023

JOINT DEVELOPMENT PARTNERSHIP

Novomatic expands reach in the US HHR market via deal with 1/ST Technology's subsidiary PariMAX

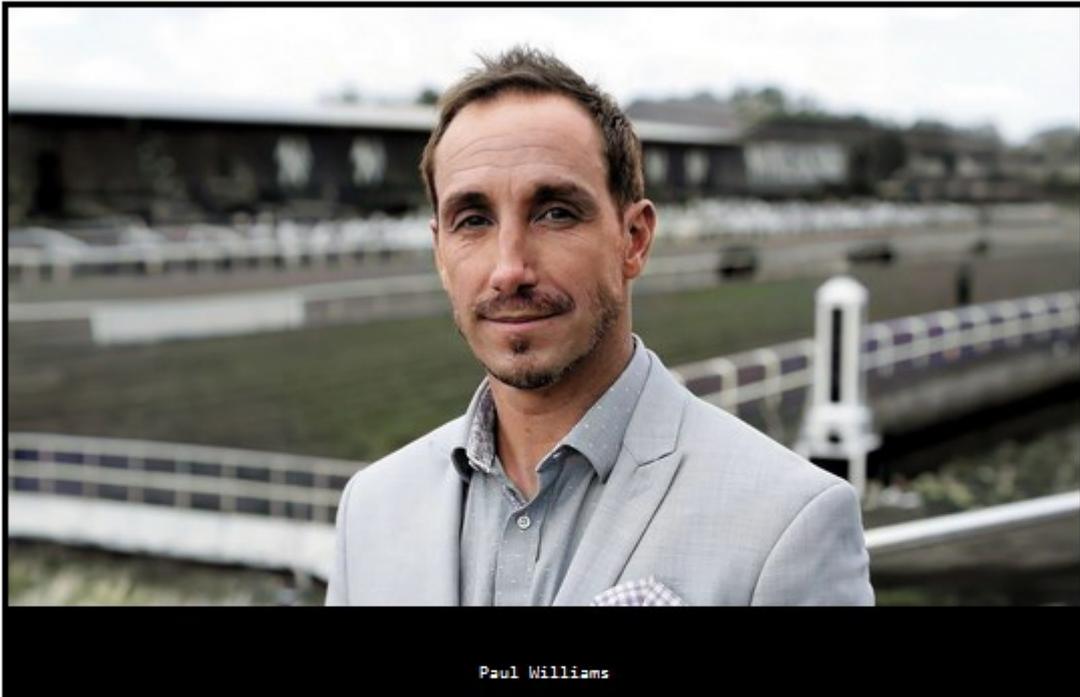


Paul Williams, CEO of 1/ST Technology (left); and Rick Meitzler, CEO of Novomatic Americas.

Global gaming group **Novomatic** and **1/ST Technology's** subsidiary **PariMAX**, a historical horse racing platform provider powered by 1/ST Technology's AmTote pari-mutuel technology, have **announced a joint development partnership**. According to a press release, **the partnership will bring Novomatic's portfolio of titles to new markets on PariMAX's historical horse racing platform in the U.S.**"

Furthermore, **Novomatic and PariMAX aim to pursue other markets outside the U.S., subject to regulatory, technical, and commercial feasibility**, "leveraging Novomatic's extensive, worldwide production facilities and distribution channels," the company noted.

Rick Meitzler, CEO of Novomatic Americas, commented: "We are pleased to work with PariMAX to be able to offer our library of games to new customers, through the historical horse racing platform. **This fantastic partnership will enable us to open new markets as well as to grow our business in this segment.**"



For his part, **Paul Williams, CEO of 1/ST Technology**, added: **"We are happy to partner with NOVOMATIC to bring some compelling new offerings to historical horse racing abroad and domestically."**

"Together we can continue to prove that fully leveraging pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry," he concluded.

ggrasia.com, 10.10.2023

Novomatic, PariMAX to develop historical horse racing games

📅 Oct 10, 2023 🗣️ Newsdesk 📰 Latest News, Trends & Tech



Austria-based gaming equipment maker and operator Novomatic AG says it has linked with PariMAX for joint development of historical horse racing games product.

PariMAX is a technology provider for the horse racing and wagering industry, using the parent's "AmTote pari-mutuel technology". It is a subsidiary of 1/ST Technology, a wholly-owned entity of U.S.-based The Stronach Group.

"This partnership will bring Novomatic's portfolio of titles to new markets on PariMAX's historical horse racing platform in the United States," stated a Monday press release from Novomatic.

It added: "Novomatic and PariMAX aim additionally to pursue other markets outside the U.S., subject to regulatory, technical and commercial feasibility, leveraging Novomatic's extensive worldwide production facilities and distribution channels."

The announcement quoted Rick Meitzler, chief executive of Novomatic Americas, as saying that the partnership would enable the group "to open new markets as well as to grow" its business in this segment.

"We are pleased to work with PariMAX to be able to offer our library of games to new customers, through the historical horse racing platform," he added.

Paul Williams, CEO of 1/ST Technology, said in prepared remarks that the partnership would "bring some compelling new offerings to historical horse racing abroad and domestically".

Mr Williams added: "Together we can continue to prove that leveraging fully pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry."

agbrief.com, 10.10.2023

NOVOMATIC partners with PariMAX to develop historical horse racing games



NOVOMATIC, one of the world's largest gaming technology suppliers and operators, and **1/ST TECHNOLOGY** – a wholly owned entity of The Stronach Group, a global leader in Thoroughbred horse racing, pari-mutuel and fixed-odds wagering platform solutions – today announced a joint development partnership between **NOVOMATIC** and **1/ST TECHNOLOGY**'s subsidiary, **PariMAX**, a historical horse racing platform provider powered by **1/ST TECHNOLOGY**'s AmTote pari-mutuel technology.

This partnership will bring **NOVOMATIC**'s portfolio of titles to new markets on **PariMAX**'s historical horse racing platform in the U.S. Furthermore, **NOVOMATIC** and **PariMAX** aim to pursue other markets outside the U.S., subject to regulatory, technical and commercial feasibility, leveraging **NOVOMATIC**'s extensive, world-wide production facilities and distribution channels.

Rick Meitzler, CEO of **NOVOMATIC Americas**, commented: "We are pleased to work with **PariMAX** to be able to offer our library of games to new customers, through the historical horse racing platform. This fantastic partnership will enable us to open new markets as well as to grow our business in this segment."

Paul Williams, CEO of **1/ST TECHNOLOGY**, commented: "We are happy to partner with **NOVOMATIC** to bring some compelling new offerings to historical horse racing abroad and domestically. Together we can continue to prove that fully leveraging pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry."

intergameonline.com, 10.10.2023

Novomatic and PariMAX announce partnership

October 10, 2023

by Phil Clegg

Novomatic and 1/ST Technology subsidiary PariMAX, a historical horse racing platform provider, have announced a joint development partnership.

The logo for Novomatic, featuring the word "NOVOMATIC" in a bold, blue, sans-serif font. The letters are contained within a thin blue rectangular border.

This partnership will bring Novomatic's portfolio of titles to new markets on PariMAX's historical

horse racing platform in the US. Furthermore, Novomatic and PariMAX aim to pursue other markets outside the US.

Rick Meitzler, CEO of Novomatic Americas, commented: "We are pleased to work with PariMAX to be able to offer our library of games to new customers through the historical horse racing platform.

"This fantastic partnership will enable us to open new markets as well as to grow our business in this segment."

Paul Williams, CEO of 1/ST Technology, commented: "We are happy to partner with Novomatic to bring some compelling new offerings to historical horse racing abroad and domestically.

"Together we can continue to prove that leveraging fully pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry."

Isa-guide.de, 10.10.2023

NOVOMATIC and PariMAX announce Historical Horse Racing joint development partnership

NOVOMATIC, one of world's largest gaming technology suppliers and operators, and 1/ST TECHNOLOGY, a wholly owned entity of

The logo for NOVOMATIC, featuring the word "NOVOMATIC" in a bold, blue, sans-serif font.

The Stronach Group, a global leader in Thoroughbred horse racing, pari-mutuel and fixed-odds wagering platform solutions, today announced a joint development partnership between NOVOMATIC and 1/ST TECHNOLOGY's subsidiary, PariMAX, a historical horse racing platform provider powered by 1/ST TECHNOLOGY's AmTote pari-mutuel technology.

Chicago/Hunt Valley – This partnership will bring NOVOMATIC's portfolio of titles to new markets on PariMAX's historical horse racing platform in the U.S. Furthermore, NOVOMATIC and PariMAX aim additionally to pursue other markets outside the U.S., subject to regulatory, technical and commercial feasibility, leveraging NOVOMATIC's extensive worldwide production facilities and distribution channels.

The logo for 1/ST TECHNOLOGY, featuring a stylized "1/ST" with a rainbow-colored bar above the "1" and the word "TECHNOLOGY" in a bold, black, sans-serif font.

Rick Meitzler, CEO of NOVOMATIC Americas, commented: "We are pleased to work with PariMAX to be able to offer our library of

games to new customers, through the historical horse racing platform. This fantastic partnership will enable us to open new markets as well as to grow our business in this segment."

Paul Williams, CEO of 1/ST TECHNOLOGY, commented: "We are happy to partner with NOVOMATIC to bring some compelling new offerings to historical horse racing abroad and domestically. Together we can continue to prove that leveraging fully pari-mutuel wagering and horse racing content can succeed in growing the market for the benefit of the horse racing industry."

soloazar.com, 9.10.2023

"At Novomatic we are excited to celebrate and congratulate GAT Expo Colombia's team on their 25th anniversary", Manuel Del Sol, Novomatic

(Bogotá, Exclusive SoloAzar):- Manuel Del Sol, CEO of NOVOMATIC Gaming Colombia, spoke with SoloAzar about the presence of the firm at GAT Expo Bogotá, which took place on September 8th in Bogotá, Colombia. He talked about their Black Edition II Line showcased at the event, as well as their strategy in the local and international market.



Could you comment on the experience of your Black Edition II Cabinet Series product that you presented at the GAT Expo Colombia?

The BLACK EDITION II line of cabinets represents an exquisite reinterpretation of the BLACK EDITION concept with a modern maximum flexibility approach across the various cabinet versions. From the outset, we were confident that it would be exceptionally well received in the Colombian market. However, we decided to push expectations even further.

A few years ago, NOVOMATIC broke into the North American market with the successful introduction of its 100% circular signs. This strategy proved to be an instant triumph and we have now decided to incorporate it into the Colombian market, along with our BLACK EDITION II cabinets and Linked Progressive Jackpots. This synergy has resulted in a comprehensive solution that has dazzled the GAT - Bogotá attendees.

However, we will continue working to reach the full potential of these solutions at the next GAT - Cartagena event. There, these products will be available not only for the Colombian market, but also for the Central American and Caribbean markets.



Which market did you focus on during this GAT show? Only Colombia or LATAM?

Our strategy in relation to GAT – Bogotá is deeply rooted in the local sphere. We focus on building strong connections with our customers in Colombia. We believe it is essential to understand and address the specific needs of this large market of over 3,000 gaming halls, which is why we are taking a 100% local approach to this show.

Regionally, it is important to note that the NOVOMATIC Group has a strong presence with offices in countries such as Argentina, Colombia, Ecuador, Mexico and Peru. Although we maintain a fluid collaboration between these subsidiaries and it is common for our executives to participate in various international fairs, each of these offices also organises its own events and participations.

At NOVOMATIC Gaming Colombia, our mission is to address the Colombian, Central American and Caribbean markets. Our regional presence allows us to adapt precisely to the specific dynamics and challenges of these areas, and we are committed to providing high quality solutions that respond to our clients' business needs.

What do you think about the evolution of the legal Gaming in Colombia?

At NOVOMATIC, our conviction is the promotion of legality in the gaming industry. We believe this is the path to sustainability for our business and all its segments. Therefore, we are committed to leading the way towards ethical and legal practices in collaboration with other key players in Colombia.

We are currently engaged in the creation of a strategic plan specifically designed to benefit small operators. The plan's main objective is to provide a cost-effective option for these operations to respond to the legal framework currently in place. We recognise that legality is not only a regulatory requirement, but also a key factor for sustainable business growth.

Our mission is to contribute to building a transparent, ethical and compliant gaming industry, which in turn ensures a prosperous future for all involved.

What does it mean for you to be part of the GAT Expo, for one more year?

It is always a pleasure to be an active part of the meetings and initiatives promoted by GAT. We are excited to celebrate and congratulate the team on their 25th anniversary. This milestone represents a quarter of a century of effort and growth of a brand that has managed to position itself in our industry and deserves to be recognised. We look forward to continuing our collaboration and achieving more success together.

sbcamericas.com, 9.10.2023

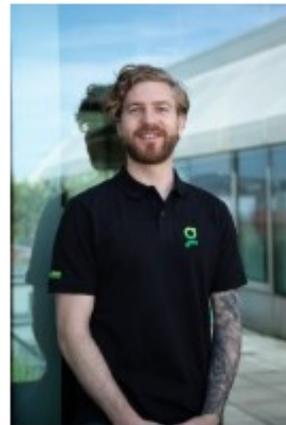
Greentube: How online casino is shaping up across the US

Greentube, the NOVOMATIC Interactive division, is now licensed in four states and live with several leading US operators. Markus Antl, Greentube's Director Global Sales & Key Account Management, surveys the state of play within the country's online casino market.

SBC: With six states now live, how would you describe the progress of iGaming in the US?

Markus Antl: Over the last few years, the US online gaming market has evolved to contain massive potential for both operators and suppliers. With 30% nationwide growth, year-on-year, the US is one of the fastest – if not the fastest – growing markets in the industry.

Looking at those states where online casino is not yet live, and especially those where sports betting is regulated, helps to identify which may be next in line to regulate in the near future. Following this premise helps to speed up the time to market.



Markus Antl

At Greentube, we are currently live in New Jersey and Michigan, and will soon go live in Pennsylvania and Connecticut. In general, the process of going live in the US has been a great success for us and despite challenges in certification, data center setup and games provision via aggregation, we were able to grow and position ourselves strongly in the market over the past two years.

Going forward, we plan to launch further localized content and will be working closely together with our business partners to strengthen the online games offering in the US.

SBC: What's the importance of working with the tier-one operators?

MA: Operators' market share in the US is very much consolidated between a few big players. Therefore, it is of utmost importance for suppliers to be present on tier-one operators' brands to ensure a comprehensive product reach.

However, simply getting games live is only one part of the process. We believe in forging a strong collaboration with operators in the US, so that we can get feedback from players, participate in positive trends and create synergies.

We are happy that we have signed nationwide deals with several operators already and we are going to add several more to the portfolio soon.

SBC: Which games – and game types – are proving particularly successful for Greentube?

MA: The first two years of operations show us that US iGaming is benefiting from strong land-based content, which has been made available for online play. High rollers in particular show a tendency to play on slots that they are familiar with from their favorite casino, or which include a stepper-style mechanic or design.

For **Greentube**, being new to the US meant that this fact presented challenges in preparation for market entry. We did our homework and managed to provide a successful mix of games, including game mechanics and themes that have proven themselves in the US already, as well as new innovative content, which fits in with US player preferences.

Top games in the US at the moment include our **Thunder Cash** and **Diamond Link** game series, **Charming Lady's Boom** and **Lone Star Jackpots**, among others.

In the years to come we are very much looking forward to adding more innovative content and localized games to our portfolio, working further on content strategies together with our business partners.

SBC: How important are jackpot-style games to American audiences?

MA: Jackpot-style games, as well as jackpots in general, play a crucial part in the top games and preferred features in the US. These games have a strong attraction and operators use jackpots as a common promotional method to attract players, building marketing campaigns around them.

We have various jackpot games and jackpot game families within our US game portfolio already and have plans in place for further investment into this area. This includes utilizing jackpot mechanics in our content, as well as creating new jackpot families.

SBC: Which states do you hope and expect to see embrace iGaming in the coming months and years?

MA: Given current developments and the tendency of states with existing sports betting regulation in place to further move towards regulating online gaming, I expect New York, Nevada and Florida to open up online gaming in the next two years.

In fact, Florida might even be up next, by legislating online sports betting and online casino at the same time. All of these possibilities are interesting as they could become the next big states in online casino gaming.