

Pressespiegel 2024

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **22.01.2024 / KW 03**

ICE London Casino Slots NOVOMATIC

In just a few weeks' time, NOVOMATIC will open the new year at ICE 2024 with an x-traordinary product portfolio and a wealth of x-citing gaming highlights. Customers, partners and colleagues can look forward to a special trade show full of x-clusive elegance and galactic innovation that will inspire everyone.

According to the motto "ICE gives you MORE", NOVOMATIC will stage a grande finale at the London ExCeL exhibition center from February 6 to 8, 2024. As the largest exhibitor, NOVOMATIC is looking forward to the international industry trade show with great anticipation and will be focusing on a broad and innovative product range that will inspire visitors.

With the newly launched premium cabinets of the V.I.P. X series and the established player favourites in its luggage, NOVOMATIC is well prepared for a big show. However, it



wouldn't be a NOVOMATIC appearance without major highlights and it will be interesting to see what exciting new products and specials will surprise visitors to the NOVOMATIC stand in the South Hall. One thing is certain: it will be an unprecedented galactic gaming experience.

The NOVOMATIC technology portfolio for the coming year offers

the right product for every customer requirement. Whether land-based casino and AWP products & systems including biometric technologies for state-of-the-art access solutions and secure cash handling or sports betting products and online gaming solutions – a diverse portfolio will be presented that meets the highest demands in terms of technology and quality. New

hardware and exciting gaming content with new mixes and Progressives will spark enthusiasm, as will specialised offerings from NOVOMATIC subsidiaries and technology units such as Ainsworth, Apex, Fazi, Greentube, NOVOVISION, NOVOCash and many more.

Thomas Schmalzer, Vice President Global Sales and Vice President Product Management NOVOMATIC AG, emphasizes: "We challenge operators to think big. With the sophisticated new V.I.P. X premium line, operators will introduce a truly exceptional Very Important Player X-perience on their floor – and their guests will love how that feels. An exciting galactic addition to the premium V.I.P. X cabinet series range is also on the way – stay tuned! New, exclusive products and a few surprises show that the NOVOMATIC portfolio offers the right solution for every requirement. Come by our stand, experience the variety of products and let yourself be transferred to galactic spheres of gaming. My team, colleagues and I are already looking forward to meeting you and will be happy to answer all your questions!"

Automatenmarkt, Jänner 2024

Im Rahmen der Aktion **„Löwen Entertainment erfüllt Kinderwünsche“** haben Auszubildende des Bingener Unternehmens mehr als 120 Geschenke an Kinder- und Jugendhilfeeinrichtungen in Bingen und Umgebung überreicht. Bereits seit 2017 gibt es diese Aktion, die die Auszubildenden eigenverant-



Von links: Natalie Borchert, Jens Biedenbender, beide Kinder- und Jugendhilfe St. Hildegard, Nils Chlud, Magnus Eisenbach, beide Auszubildende Löwen Entertainment, Joachim Cohausz, Kinder- und Jugendhilfe St. Hildegard, Nidia Weimann und Lara Marie Steuernagel, beide Auszubildende Löwen Entertainment.

wörtlich planen und umsetzen. Dieses Mal kam das Projekt dem Haus St. Martin in Ingelheim, der Kinder- und Jugendhilfe St. Hildegard in Bingen sowie der Arche Noah in Dromersheim zugute. Die Geschenke wurden in der Adventszeit unter den Mitarbeiterinnen und Mitarbeitern von Löwen Entertainment am Hauptstandort in Bingen-Büdesheim gesammelt. Zuvor hatten die zu beschenkenden Kinder ihre Wünsche einem Wunschweihnachtsbaum anvertraut.

Perspectives

The multi-media operation Expect an immersive experience in the 'World of NOVOMATIC', says Paisley Thompson-Bailey

PAISLEY THOMPSON-BAILEY MARKETING AND MEDIA MANAGER NOVOMATIC GAMING UK

Containing state-of-the-art new cabinets, adventurous game packs, and feature-packed titles, the 'World of NOVOMATIC' awaits attendees to this year's EAG expo. The company's marketing and media manager, **Paisley Thompson-Bailey**, detailed the extensive range of innovations that will be on show, including the Black Edition II FV837A and FV837B cabinets, the DIAMOND X, the Thaumic, as well as the iconic V.I.P. Lounge. There will also be new game compendiums on demonstration, such as NovoLine B3 and CASH CONNECTION Golden Book of the Dragon plus, as well as a sneak peak of the tried and tested Rise of the Dragon, NovoLink Progressive Link Jackpot system adapted for B3.

Coinslot: This year's is an important EAG with an enthusiastic air of expectation. What are you - and the industry in general - hoping to get from January's show?

Paisley Thompson-Bailey: Our primary goal at the EAG exhibition is to showcase our latest innovations and engage with operators and the wider gaming industry.

At NGUK We aim to generate excitement and interest in our new products, which at this year's show include the brand-new Black Edition II FV837A and FV837B cabinets, the DIAMOND X, the Thaumic, as well as the iconic V.I.P. Lounge cabinet.

Additionally, our game compendiums for 2024 are looking particularly strong with a host of new titles including a preview at EAG of our January release for NovoLine B3, CASH CONNECTION Golden Book of the Dragon plus.

We want to strengthen existing partnerships, forge new relationships and collaborations, and gather valuable feedback to enhance our thriving portfolio.

Coinslot: Across the three days, there will be a lot of emphasis on new launches are ExCel. Can you give us an idea of what new innovations the visitors will be seeing on your stand this week?

Paisley Thompson-Bailey: Visitors to our stand can expect an immersive experience as they step into the 'World of NOVOMATIC'. We'll showcase our complete package for a vibrant gaming floor, featuring the latest cabinets, game compendiums, and exclusively at EAG a sneak peak of our tried and tested Rise of the Dragon, NovoLink Progressive



sive Link Jackpot system which for show purposes has been adapted for B3.

This is already extremely successful across UK B1 casino gaming floors, and we want to show AGC operators that when the time comes, we have a solution that will be ready off the shelf. Additionally, we'll be showcasing our extensive range of state-of-the-art cabinets, and adventurous, feature-packed game packs!

Coinslot: We obviously expect to see your best sellers and the reliable favourites on display? What products were pulling up the trees during 2023 and how did they perform in venues last year?

Paisley Thompson-Bailey: Without a shadow of a doubt in 2023, our standout performers were of course our NSSG NovoLine B3 platform, the quick and efficient deployment of new game titles to connected machines each month is exciting for both players and operators alike!

Additionally, the DIAMOND X had a stellar year as it was launched into the AGC market, its presence on the gaming floor is astounding and the cabinet design really holds its own and stands out from the crowd. Both products garnered significant attention and demonstrated strong performance in venues throughout the year, the combination of engaging

gameplay and cutting-edge technology contributed to their joint success, making them reliable favourites among players.

Coinslot: Hopefully we've got a good run at trading this year, in terms of product and development, what's your focus in the coming months?

Paisley Thompson-Bailey: First and foremost, our customers are our primary focus, they are at the heart of everything we do. Furthermore, continued innovation and development, we aim to refine and expand our gaming portfolio, ensuring a diverse range of offerings for both operators and players.

The preview of our Rise of the Dragon NovoLink progressive link jackpot system for the B3 market at EAG, demonstrates our commitment to staying at the forefront of technology and the requirements of the industry.

Coinslot: Finally, two quickies: what do you need from the government's gambling review, or indeed from their general policies this year? And, on a scale of 1 to 5, rate your confidence in the market/economy for the year ahead and what shaped that score?

Paisley Thompson-Bailey: From the government's gambling review, we seek clear and reasonable regulations that provide a stable and fair environment for the industry to thrive. Consistency in policies will allow the entire industry to plan and invest with confidence.

Personally, I would say my confidence in the market/economy for the year ahead is a 4. The positive reception of our recent products, coupled with the industry's enthusiasm at events like EAG, contributes to my optimism. However, external factors and regulatory uncertainties prevent me from assigning a perfect score.

A collaborative approach

Paisley Thompson-Bailey said...

"We want to strengthen existing partnerships, forge new relationships and collaborations, and gather valuable feedback to enhance our thriving portfolio..."

Es wird ein ereignisreiches Jahr

Neujahrsempfang des Oberbürgermeisters / Dank an alle Ehrenamtlichen

BINGEN. Trotz zahlreicher Krisen in der Welt, so Oberbürgermeister Thomas Feser in seiner Ansprache auf dem Neujahrsempfang der Stadt Bingen, dürfe man die Hoffnung nicht verlieren. Und es gebe vieles, worauf man sich in Bingen für 2024 zu Recht freuen kann.

Zuerst aber blickte Feser vor mehreren Hundert Gästen im Rheintal-Kongress-Zentrum zurück auf ein erfolgreiches Binger Jahr 2023, in dem es unter anderem das 25-jährige Bestehen des Museums am Strom zu feiern galt. Des Weiteren gab es zahlreiche Feste, Begegnungen mit Menschen aus den Partnerstädten und auch die Nachfeier des 60-jährigen Bestehens der Partnerschaft zwischen Bingen und Nuits-Saint-Georges in Burgund sowie den zehnten Geburtstag der Partnerschaft mit Kutná Hora. Freunde und Verwaltungsspitzen aus mehreren Partnerstädten hatten zum Neujahrsempfang dann auch Videobotschaften geschickt.

Ebenfalls hervor hob Feser die erfolgreich verlaufene sechste Skulpturentriennale am Rheinufer, die mit zahlreichen Kunstwerken über mehrere Monate viele Kunstfreunde nach

Bingen geführt hatte. Die Skulptur "Love Hate" von Mia Florentine Weiss, so Feser, verweile dank einer Spende von Löwen-Entertainment nun sogar dauerhaft in Bingen.

Auch 2024, betonte Feser, werde ein ereignisreiches Jahr und aufgrund anhaltender Krisen, wie etwa dem Krieg in der Ukraine oder der Haushaltskrise des Bundes, kein leichtes. Doch auch in diesem Jahr dürfen sich die Binger wieder auf zahlreiche Höhepunkte freuen. Darunter natürlich auf die Feste im Jahresverlauf, für die Bingen bekannt ist.

Größere Bauprojekte

Vor allem aber bestimmen auch einige größere Bauprojekte das Jahr, wie etwa die Umgestaltung des Venarey-les-Laumes-Platzes zu einem gemütlichen Stadtzentrum, Baumaßnahmen an und für mehrere Kindertagesstätten sowie das bereits viel diskutierte Großprojekt, der Umbau der sogenannten Darmverschlingung an der B 9 in Bingerbrück zu einem Kreisverkehrsplatz. Solche Baumaßnahmen, sagte Feser, gingen natürlich nicht ohne Baulärm und Einschränkungen beim Verkehr über die Bühne. "Der

Lohn am Ende", betonte Feser allerdings, "ist eine attraktive Infrastruktur, belastbare Verkehrswege sowie bessere Betreuungseinrichtungen für Kinder und Platz für Veranstaltungen."

Ebenfalls hervor hob Feser im Rahmen des Neujahrsempfangs noch einmal das vielfältige ehrenamtliche Engagement, ohne das das Zusammenleben in Bingen nicht denkbar wäre. Beispielfhaft nannte der Oberbürgermeister die Grünen Damen, den Besuchsdienst im Heilig-Geist-Hospital, die im vergangenen Jahr ihr 30-jähriges Jubiläum feierten.

Von Trainerinnen und Trainern in Vereinen bis hin zu Ehrenamtlichen in der Lokalpolitik: Allen Ehrenamtlichen gebühre Dank. Mehr denn je, so Feser, gelte es in diesem Jahr, die Demokratie zu verteidigen, angesichts der Zugewinne von Rechtspopulisten, nicht nur in Deutschland. Noch einmal beschwor Feser eine positive Perspektive für das Jahr 2024: "Wenn wir zu hoffen aufhören, kommt, was wir befürchten, bestimmt", zitierte er Ernst Bloch.

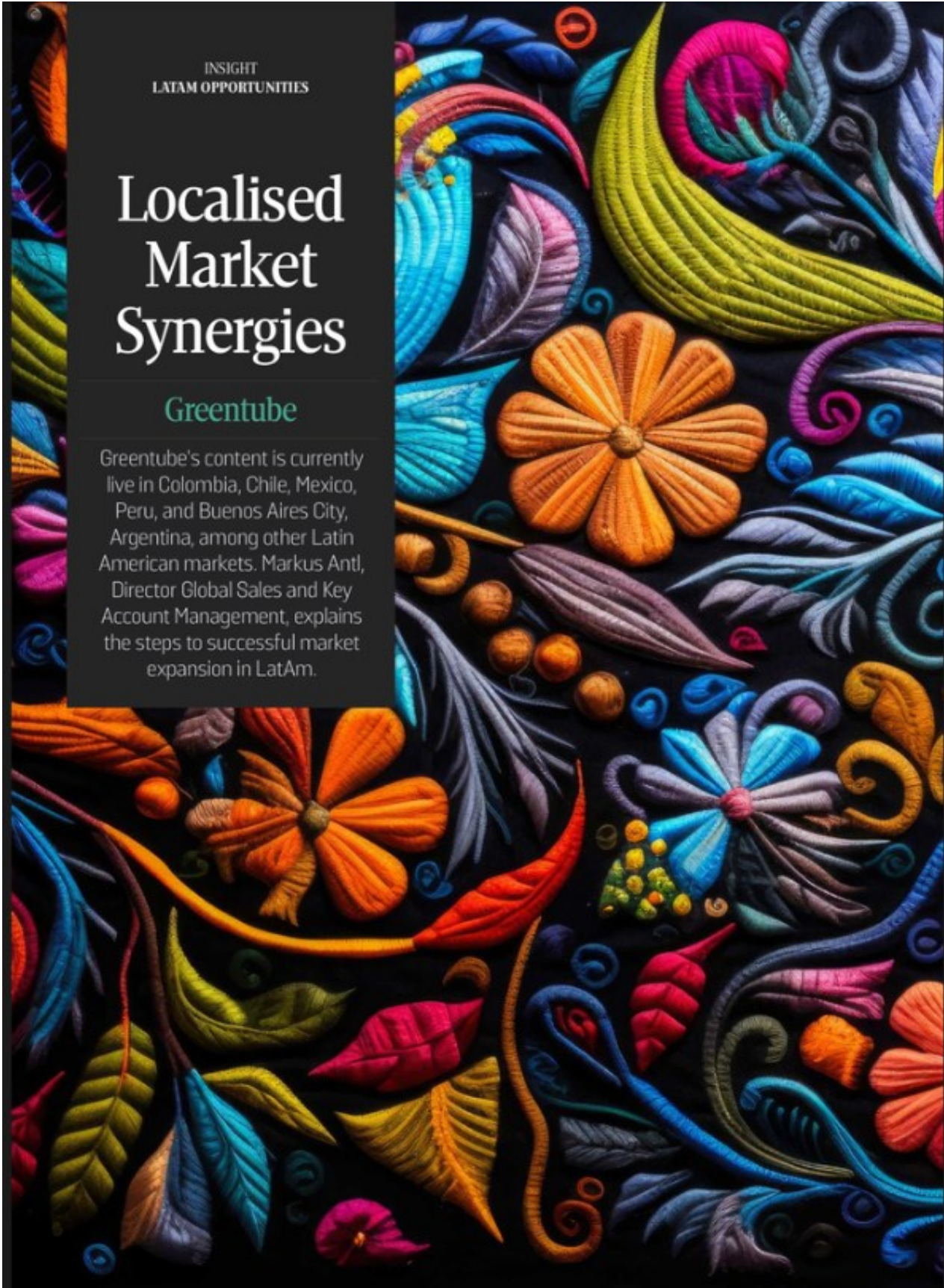
G3, Dezember 2023

INSIGHT
LATAM OPPORTUNITIES

Localised Market Synergies

Greentube

Greentube's content is currently live in Colombia, Chile, Mexico, Peru, and Buenos Aires City, Argentina, among other Latin American markets. Markus Antl, Director Global Sales and Key Account Management, explains the steps to successful market expansion in LatAm.





Markus Antl
Director Global Sales and Key Account
Management Greentube

Markus, could you walk us through Greentube's journey in the Latin American market to the present day? How long has the region been a market of interest?

Latin America has been of interest for Greentube for about three years. Given Novomatic's strong position as a supplier and operator of gaming machines in the region it was only a matter of time for Greentube to provide Novomatic and Greentube game content to regional iGaming operators. Initial target markets included Colombia, Peru and Mexico, where we managed to provide a successful mix of slot, casino and bingo games to operators and their players.

Over the last three years we have extended our offer to additional territories such as Chile and have been working on developing additional game content as well as improving the game certification process to shorten the time to market.

Going forward Greentube's recent acquisition of additional game studios will help to further strengthen our LATAM product portfolio and add some focus on localised content.

What have been Greentube's greatest learnings about Latin America's iGaming industry? What advice would you give to international providers looking to enter its markets?

Being live in Latin America for several years while entering additional markets in the region along the way showed, that there are similarities between Latin American markets and synergies that can be used, but there are quite some differences in top games and working game mechanics when looking into it in more detail.

While some markets are classic land-based and therefore slot driven others tend to move further into online influenced content and specific hybrid game types. Like everywhere a proper market and customer analysis before taking the decision to enter a market is the key to success.

Despite content I would advise international providers to take a close look at taxation regulation and especially at ways to get revenues out of the country when supplying out of Europe or anywhere else outside of LatAm. Withholding taxes and other obstacles in finance regulation might force international suppliers to increase the rates for their games or adjust their estimated cost to enter the market upwards.

Greentube's latest agreement in Latin America saw games go live with Inkabet, one of the biggest brands in Peruvian gaming. What titles have struck a chord with South American players, and why? Does popularity vary from market to market?

As outlined before, popularity of certain game content varies from market to market indeed. We experienced that in Peru players tend to play classic slot content, which they know from land-based operations and trust. Famous Novomatic brands like Sizzling Hot Deluxe, Lucky Lady's Charm Deluxe, Book of Ra Deluxe are performing very well and we managed to further grow our player base by introducing a in game jackpot mechanic including the globally famous lock and spin feature to the brands above. The so-called Cash Connection series added another success story to our time as a supplier in Peru.

Colombia and Mexico on the other hand show slightly different player interests.

While Sizzling Hot Deluxe is a very successful game across whole Latin America it's new age content originating in online that is pushing towards the top in both markets. Greentube's biggest success in the past years, the Diamond Link series, also found its way to Latin America with Diamond Link Mighty Elephant and Diamond Link Mighty Sevens on top of the list.

Despite a strong slot portfolio offering well known table and bingo games is especially important in Colombia and Mexico. Over the years we managed to launch a variety of brandable table games such as Lux Blackjack, Royal Crown Blackjack and Royal Crown Roulette and re-introduce famous bingo mechanics with Bruno Bingo and 1-2-3 Bingo among others. We are very happy to have strong supporting game studios within our group of companies, which will ensure us being able to continue launching game content dedicated to Latin America.

What does a localised Latin American online slot comprise? How does Greentube differentiate its global content to resonate strongly with local audiences?

I would not say, that there is very specific localised Latin American game content except for some tendency towards table and bingo games. However, like in every market as a game supplier it might help to adapt some game themes towards the local customs and culture and make use of famous public holidays or festivities to further push certain games or game families.

Greentube benefits from collaborations with more than 20 game studios in various markets, which helps to adjust our content development to local needs. In this respect we invested into bingo and table game content at an early stage and managed to successfully launch these types of games in key markets in Latin America.

What's Greentube's strategy for Latin America going forwards? What markets are of interest, both in terms of consolidation and expansion?

Going forward Greentube is looking into recent developments concerning the regulation of online gaming in further Latin American markets. We need to be ready for Peru being regulated and new market regulation to come into effect in 2024 and are also looking towards a potential regulation in Brazil. Given our strong bingo content in combination with a great variety of slots Brazil could be another key market for us.

In addition we recently improved our certification process in Colombia, which enables us to benefit from scale and push more content into the market at a higher speed. Finally, we will continue to work closely together with games studios in the area and bring new innovative game content to Latin American markets while always keeping an eye on what players tend to play.

We experienced that in Peru players tend to play classic slot content, which they know from land-based operations and trust. Famous Novomatic brands like Sizzling Hot Deluxe, Lucky Lady's Charm Deluxe, Book of Ra Deluxe are performing very well and we managed to further grow our player base by introducing a in game jackpot mechanic including the globally famous lock and spin feature to the brands above.

G3, Dezember 2023



Ski Challenge esports Greentube

Ski Challenge, the fast-paced esports game by Greentube, has officially surpassed 20 million races and 600,000 downloads following its official launch a year ago. Available to play on iOS and Android, the high-octane game is based on Greentube's first-ever published game, Ski Challenge from 1998.

The modern iteration sees players representing their favourite teams and countries competing head-to-head in organised tournaments with real-money prizes. It features seven of the world's most famous downhill skiing tracks including Zermatt, Bormio, and Zauchensee.

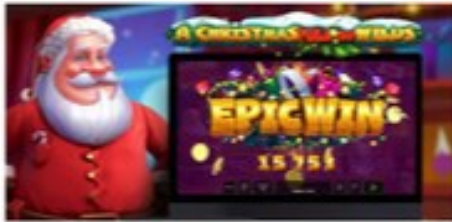
Players can also collect skill points by winning competitive races, which sees them reach new

heights by ranking in one of several categories – Bronze, Silver, Gold and Master. In addition to being ranked, players can etch their name in history by appearing on new time-based leaderboards, showcasing which skiers really are king of the hill.

Ski Challenge has been produced in collaboration with three of the world's most successful ski associations, Austria's ÖSV, Swiss-Ski, and Deutscher Skiverband, adding to the authenticity of a product that has proven to be a major hit with players over the past 12 months.

Greentube's Michael Bauer said: "Our year-long journey towards this milestone has been a collective effort marked by innovation, perseverance, and a shared vision. In an industry where excellence is the benchmark, our game's proof of the high standards we uphold."

G3, Dezember 2023



A Christmas Full of Wilds Online Slots Greentube

Get ready to enjoy a festive online casino experience like no other with Greentube's new sensation, A Christmas Full of Wilds.

'Tis the season to be jolly, and players around the world will be smiling once they unwrap this stunning new online casino game from Greentube, the NOVOMATIC Digital Gaming and Entertainment division.

This slot is guaranteed to get players into the Christmas spirit thanks to a Santa who comes kitted with hi-tech slot modifiers to make player's winning wishes come true with a little luck. Cascading wins, trail wins and a Lock & Spin feature add the Christmas joy!

A Christmas Full of Wilds is available for all B2B partners from 28th of November, 2023.

A Christmas Full of Wilds comes with the following features: Cascading wins, Win trail that changes with each new game, 4 Modifiers for great winning opportunities; a Lock & Spin feature with the chance to win up to 1000x the total bet. Embrace the joy of Christmas and go on an unforgettable festive adventure with A Christmas Full of Wilds.