

Pressespiegel 2025

Berichterstattung NOVOMATIC

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NOVOMATIC 45 YEAR ANNIVERSARY

NOVOMATIC: Celebrating 45 Years of Gaming Innovation and Global Expansion

NOVOMATIC is a giant of the gaming industry. Consistently one of the biggest exhibitors at gaming shows around the globe they continue to develop and expand technological boundaries for gaming operators and the industry in general. Now into their 45th year of operations, Casino International looks back at their emergence from humble beginnings on to a promising future and an unparalleled global success story.



ounded in 1980 by the visionary Johann
F. Graf, NOVOMATIC has grown into
one of the world's largest gaming
technology groups, boasting more than
26,200 employees, locations in more than 50
countries and business activities in over 130
countries. The Austrian company has
navigated four and a half decades of
technological evolution, regulatory shifts, and
global expansion, solidifying its position as #1
in Europe and global front runner.

THE EARLY YEARS: 1980S

NOVOMATIC began its journey in the picturesque wine growing region of Gumpoldskirchen, about 15 miles south of Vienna. With a modest capital of 50,000 Austrian Schillings (about € 3,600) Professor Graf assembled a team of 12 and set up Novomatic Automatenindustrie- und -handelsgesellschaft m.b.H.

The young company soon produced its first slot machines under the ADMIRAL brand and took over the general agency for gaming machines from the British manufacturer JPM, at that time the world's second largest slot machine manufacturer. Graf was early to recognize the signs that a major technological shift was taking place in the gaming industry, one that would prove to be a huge advantage for NOVOMATIC: the transition from electromechanics to electronics.

As business grew, he travelled extensively across Europe and the U.S. to study the gaming industry. NOVOMATIC's early expansion into Europe was part of a bold strategy that became a key driver of its success and its fundamental principle for the future. Their first international ventures in Germany, the Netherlands, France, South Africa and Switzerland, achieved swift success.

By 1986, just six years after its founding, NOVOMATIC was officially recognized as one of Austria's leading companies.

A historical moment came in 1989 with the fall of the Iron Curtain. NOVOMATIC seized the opportunity and was among the first Austrian firms to expand into Eastern Europe, and followed Graf's guiding principle, NOVOMATIC's market would be global.

THE 1990S: PIONEERING LIVE GAMING

NOVOMATIC continued its determined expansion, exporting casino equipment globally. A major milestone came in 1990 with the launch of 'American Poker II', a game that has become a legend in the industry.

Another significant technological breakthrough came in 1997 with the development and launch of Coolfire™ gaming hardware and the revolutionary Novo TouchBet® Live-Roulette. Johann F. Graf became the first to merge live gaming excitement with cutting-edge technology. This innovation transformed the market, it allowed up to 250 players to join a single Live-Roulette game via individual terminals. Austrian-made electronic multiplayer systems quickly rose to global market leadership.

A NEW MILLENNIUM: A GLOBAL **POWERHOUSE**

As the new millennium dawned, NOVOMATIC emerged as Europe's largest integrated gaming group and a global leader.

Expanding into online content for



regulated markets, the company established its third business segment and, in its 30th anniversary year (2010), achieved a record € 2.5 billion turnover with a workforce exceeding 17,000 employees worldwide.

By 2010, NOVOMATIC had solidified its presence across the entire gaming market spectrum-developing, manufacturing, and distributing high-tech gaming equipment and system solutions in 60+ countries. As an operator, it managed 140,000+ gaming machines across 850+ venues in 30+ countries through direct operations and rental models.

Key milestones in NOVOMATIC's third decade include the 2000 launch of software development arm Advanced Technology Systems International (ATSI) in partnership with the University of Krakow. The group expanded globally with key acquisitions: NSM-LÖWEN Entertainment (Germany) in 2003, Astra Games (UK) in 2004, and Crown Technologies (Germany) in 2007, cementing its leadership in the German market.

In 2007, NOVOMATIC began construction of its new headquarters in Gumpoldskirchen, completed in 2009 to support growth, an expanded workforce, and streamlined production. Innovation and R&D were strengthened through seven global competence centres.

During this period, NOVOMATIC embraced the shift to server-based gaming, launching the NOVO LINE Novo Unity™ II multiplayer platform and a new VLT platform, enabling operators to manage game offerings across multiple locations via a central server.

In South America a partnership with Sun International, set new standards in Chile with the launch of the Monticello Grand Casino & Entertainment World, Latin America's largest resort casino. The grand opening in 2009 featured a joint live performance by Marc Anthony and Jennifer Lopez.

2010-2020: EXPANSION AND DIGITAL INNOVATION

During the decade, NOVOMATIC expanded globally through strategic growth and acquisitions, this was supported by an issuing of corporate bonds that boosted financial flexibility. A balanced 360-degree gaming portfolio was now possible and included further entry into regulated markets.





Italy's new 2009 gaming law offered key opportunities for NOVOMATIC, rapid entry into the market and high demand meant that by 2013, it had installed 20,000 VLTs and became majority shareholder in G.Matica. The Romania's State Lottery also opted for 10,000 NOVOMATIC VLTs.

Early in 2010 the company adding online gaming as a third business pillar, acquiring Greentube Internet Entertainment Solutions GmbH. NOVOMATIC also moved into online lottery solutions.

In 2013, NOVOMATIC introduced the world's first biometric-supported registration, entry, and payment system for gaming operations. NOVOVISIONTM (NBS) has since been implemented across more gaming locations, enhancing Responsible Gaming and player protection.

By 2012, with 18,000 employees worldwide, the NOVOMATIC Group achieved record sales exceeding £3 billion. To support global growth, NOVOMATIC expanded its network of regional subsidiaries in Romania, Colombia, the Netherlands, and Spain. In the U.S. NOVOMATIC Americas was founded to serve tribal and commercial casinos, VGT operators, and the growing sports betting market.

Major acquisitions boosted NOVOMATIC's global presence, including a 92% stake in Spielbank Berlin (2011), and expansions in the UK with Danoptra (2012), Luxury Leisure (2014), Playnation (2015), and Talarius (2016). In the Netherlands, it acquired JVH-Exploitatie and Eurocoin (2013), Elam Group (2014), and

GiGames in Spain (2014). The most significant acquisition was the 52% majority stake in Australian gaming supplier Ainsworth Game Technology, finalized in 2018.

NOVOMATIC established itself as a leading full-service gaming provider. Its recordbreaking 4,500 sqm booth at ICE Totally Gaming demonstrated its industry dominance. A restructuring process led to Austrian Gaming Industries rebranding as NOVOMATIC Gaming Industries, which merged into NOVOMATIC AG in 2018. This move streamlined operations, strengthened branding, and enhanced transparency for stakeholders.

A major highlight of the decade was the appointment of triple Formula-1 world champion Niki Laude as NOVOMATIC's brand ambassador in 2014. Johann F. Graf and Niki Lauda had a long-standing friendship, which led to the idea of Lauda becoming a brand ambassador for the gaming technology group. Lauda become the face of the company's "Winning Technology" slogen, sporting his iconic red NOVOMATIC cap, he became a celebrated VIP guest and a major attraction at numerous casino openings.

With Niki Lauda's passing in May 2019, NOVOMATIC lost not only its long-standing brand ambassador but also a globally renowned Austrian and a cherished friend. The NOVOMATIC family will always honour and treasure his memory.

SUCCESS IN THE 2020'S AND BEYOND

NOVOMATIC continues its significant growth and expansion, further solidifying its position as a leader in global gaming technology. The company continues to pursue strategic acquisitions, which have included the purchase of Italy's HBG Group, Alteatec Group in Malta, Ineor in Slovenia, Mediteran Gaming Group in Serbia

Amid the COVID-19 pandemic, NOVOMATIC saw a decline in 2020, but a



dedicated crisis team enabled strategic measures to be defined quickly and efficiently. In 2024, Stefan Krenn was appointed to the Executive Board, reinforcing the leadership team.

The company also strengthened its commitment to sustainability by launching its largest solar energy system at its headquarters. Spanning 20,000 m² with over 4,600 solar panels — an area equivalent to three football fields—the system is expected to produce two million kilowatthours of electricity annually, covering a significant portion of the company's energy needs. NOVOMATIC's subsidiaries worldwide have also adopted solar energy solutions to power their operations.

NOVOMATIC's industry excellence has earned several prestigious awards. In 2020, it was named "Casino Supplier of the Year" at the Global Gaming Awards for the third consecutive year, and received SAGSE Awards for "Best Electronic Roulette" and "Best Land-based Progressive" for its THUNDER CASH ™ Link in Latin America. In 2022, its Novo Unity™ II won "Table Game of the Year" at the Global Gaming Awards Asia, underscoring its Asian presence. In 2023, the NOVOVISION™ Casino Management System won "Best CMS/ Software Product" at the European Casino Awards.

In 2025, NOVOMATIC has already won several awards, including "Best New Innovative Product" for the V.I.P. X Galaxy M. 2.65 cabinet, "Best Cash Handling Product" for NOVO CASH, and the "Sustainability Initiative Award." It was also honoured with the ICE Landmark Award at ICE 2025 and recognized by the Vienna Economic Forum for its sustainable business strategy.

NOVOMATIC continues its international growth strategy with the planned acquisition of French casino group Vikings Casinos SAS. This expands NOVOMATIC's portfolio in France, one of Europe's largest gaming regions. Vikings Casinos operates over 10 live gaming casinos across France, including on the Côte d'Azur, Stefan Krenn, Executive Board Member of NOVOMATIC, emphasized that the acquisition strengthens the company's position in the European market and sets the stage for further growth in France.

Through its global subsidiaries, NOVOMATIC AG Group has become a full-service provider in the gaming industry. Its comprehensive omni-channel portfolio includes land-based products, management systems, cash solutions, digital platforms, lottery and sports betting solutions, and a growing range of services.

As NOVOMATIC marks its 45th



anniversary, its journey is more than a simple story of growth. It's a testament to vision, passion, and innovation. What started as a small company with big ambitions has fulfilled and perhaps even surpassed his original vision.

Over the decades, NOVOMATIC has faced many challenges and seized opportunities, through resilience, with an enterprising spirit and a deep commitment to excellence and sustainability, its groundbreaking technology continues to push boundaries and shape the gaming world. By staying true to its roots NOVOMATIC is able to embrace the future with confidence.

The next chapters promise to be just as thrilling as the last.



Executive board member interview

To mark the 45th Anniversary of NOVOMATIC AG, Casino International spoke with Stefan Krenn, a member of the Executive Board at NOVOMATIC AG, to gain insight into the key factors behind the company's impressive growth, its future vision, and how it continues to evolve in a rapidly changing industry.



made NOVOMATIC Europe's No. 1 and one of the leading gaming technology groups globally – a testament to 45 years of vision, dedication, and success.

CI: How do you see NOVOMATIC evolving in the future?

SK: We look back on a quite successful fiscal year 2024, in which we continued our international growth strategy despite economic challenges such as inflation and high interest rates. Highlights included strong performances in key markets like Germany, the UK, and Italy but also with very promising developments in the overseas regions and in the online sector. Another important milestone was the acquisition of the French Vikings Group, one of the country's leading casino operators based in Falaise, with more than ten casinos, including

Casino International: What do you think is behind NOVOMATIC's 45 years of success?

Stefan Krenn: NOVOMATIC's success over the past 45 years is driven by innovation, strategic vision, and continuous investment in technology. Since our founding in 1980, Prof. Johann F. Graf's entrepreneurial foresight has provided a clear vision: to combine cutting-edge gaming technology with operational excellence. His ability to anticipate industry trends and adapt to market demands laid the foundation for our global success.

A key factor in our sustained growth is our dual strategy as both a manufacturer and operator, allowing us to develop marketdriven solutions with a deep understanding of customer needs. Our more than 26,000 employees worldwide play a crucial role in this success - their dedication, expertise, and passion are the backbone of our company. Another constant throughout our history is our clear focus on operating exclusively in regulated markets, which provides a stable and responsible framework for long-term growth. Additionally, our strong commitment to research and development, with over €300 million invested in the past three years alone, ensures we remain at the forefront of industry trends. This unwavering focus on innovation, quality, and customer-centric solutions has



locations on the Côte d'Azur. This step further strengthened our presence in the European casino segment.

Looking ahead to 2025, we will continue to invest in innovation and global expansion. NOVOMATIC's future growth will be driven by expansion into new markets, strategic partnerships, and a stronger international presence. While already having business activities in more than 130 countries with further key markets in Spain, the Netherlands and Eastern Europe, we see significant opportunities in North America, Latin America, and Africa, where demand for premium gaming technology is rising. Beyond geographic growth, we are broadening our product portfolio. Strategic acquisitions and partnerships will further enhance our technological capabilities and market position. Our long-term strategy is centered on sustainable growth, ensuring that NOVOMATIC remains a trusted global partner known for excellence, innovation, and responsibility.

CI: With NOVOMATIC ranking as an industry leader in ESG performance, what have been the most significant sustainability initiatives and recognitions of the past year?

SK: At NOVOMATIC, ESG is more than just a compliance requirement – it's an integral part of how we think and act across all areas of the business. Sustainability is a key pillar of NOVOMATIC's corporate strategy, and we are proud of the milestones achieved in the past year. In 2024, our commitment to ESG was recognized through multiple awards for employee well-being and workplace excellence, highlighting our strong focus on social responsibility. We also secured excellent results in international ESG ratings.

A major environmental milestone was the completion of our largest photovoltaic (PV)



installation at our NOVOMATIC head quarters in Austria. Spanning the size of three football fields, this solar plant with over 4,600 solar modules generates two million kilowatt-hours of clean energy annually, significantly reducing

our carbon footprint. Similar PV projects have been implemented across Europe, reinforcing our long-term commitment to sustainability.



CI: As artificial intelligence effects and influences more businesses, how is NOVOMATC embracing this technology?

SK: NOVOMATIC is actively integrating Al-driven solutions to enhance operational efficiency and gaming experiences. At helps optimize game development, player engagement, analytics, and responsible gaming measures while ensuring compliance and security. We recognize the importance of responsible Al use, prioritizing data privacy, ethics, and intellectual property protection. To guide Al implementation across the Group, we have established a Groupwide Al roadmap, ensuring structured and professional integration. While All opens new opportunities, our employees remain central to innovation, bringing creativity and expertise to drive the next generation of gaming solutions.

Novomatic – Inside the Headquarters

By James Chavez-Munoz

ast month Casino International visited the Novomatic headquarters in Lower Austria for a firsthand look behind the scenes at a company at the forefront of gaming technology and development. Our guide, Alexandra Lindibauer, Director of Group Marketing & Communications, proceeded to give us a detailed insight into the vision and execution of the Novomatic production machine.

The main building dominates the surrounding area and it is just as impressive upon entry. White marble and polished metal gleams in the spacious, high-ceilinged reception area, emphasising the company's status as a world leader. Who wouldn't be impressed by this elegant façade with its sweeping staircase leading up to a balcony showroom filled with dazzling machines.

Beyond the functional security doors, the macic unfolds.

Novomatic's 120,000m2 head quarters is not only one of the company's largest production sites of the group, but it is also home to the heart of the NOVOMATIC's research and development. Today the headquarters employs over 1,200 and, following a major renovation to mark its 30th anniversary it was reopened in all its glory in 2010. It was built to streamline productivity and this is immediately apparent as we step into a vast bright corridor. At around 350 meters long and wide enough to drive a

truck through, electric vehicles pass by ferrying pallets and parts to different departments.

In their early years, there was a cable manufacturing company in Hungary and a steel plant in Czech Republic acquired. Today, over 85% of the components used in a finished gaming machine are produced internally.

Our first stop is the electronics assembly line, where, each piece is individually numbered and traceable, allowing operators worldwide to identify replacements and enabling continuous improvements in production. This adaptability ensures that designs can be swiftly modified in response to new legislation and operational requirements. While highly automated, the workforce—52% of whom are women—remains engaged and flexible, able to adjust shift patterns as needed.

In the cavernous plastic production zone, gigantic injection machines melt and mould different types of plastics, from spin buttons and door panels to more delicate LED light diffusing strips. Developed in-house, these diffusers blend individual LED lights into smooth waves of changing colour. The largest machine is capable of moulding the largest parts with a pressure of 400 tons. The steel moulds themselves are made in house as well as any precision tooling that might be required for production throughout the plant.

Next is one of Lower Austria's largest

carpentries. At 4,400m2 it is employed almost exclusively by the interior design arm of Novomatic making fixtures and fittings for their casinos and sports bars across Europe. The stylish interior design area is setup to display current concepts and innovations.

Some of the other areas include the heart of the company's research and development, graphic design and their own printers. Two of Novomatic's 20 worldwide game design studios are also housed on site. In the final production area, rows of completed machines undergo final testing before being securely packed and shipped worldwide.

While being shown around the facility it is obvious that the business is run efficiently but also that the employees are knowledgeable and content with experience being passed down through generations. Staff tumover is low, the numerous employment awards received over the years affirm this positive work culture.

Finishing the tour in the showroom it was impossible to look at the glearning machines and furniture the same way. From the spin buttons to the seat upholstery the design quality, game play and comfort is a mannel. The significance of constructing and operating entire casinos undoubtedly gives Novomatic a direct line to customer feedback and ensures they can constantly improve in all aspects of build and operation.



yogonet.com, 22.04.2025

NOVOMATIC expands Southeast Asia presence through Harvest Gaming partnership



Austria-based gaming technology giant NOVOMATIC has entered a strategic distribution partnership with Singapore-based Harvest Gaming, expanding its market reach in Southeast Asia.

Under the agreement, Harvest Gaming will represent NOVOMATIC's portfolio of landbased gaming products in Singapore, Malaysia, and Vietnam, further cementing the company's presence in key Asian markets.

"We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia," said Michael Barsin of NOVOMATIC Sales. "Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the NOVOMATIC brand. This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions."

The move aligns with NOVOMATIC's broader strategy of international growth through regional partnerships and reflects a long-term commitment to meeting the needs of local operators in dynamic gaming markets, the company said.

Harvest Gaming, known for its strong industry relationships and customer-focused approach, is expected to play a major role in advancing NOVOMATIC's offerings across the region.

"We are proud to be appointed as NOVOMATIC's distributor for this important region," said Alfred Hwee, General Manager of Harvest Gaming. "NOVOMATIC is globally recognized for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy. We look forward to working closely with the NOVOMATIC team to support our customers and drive mutual growth in Southeast Asia."

The collaboration expands NOVOMATIC's global distribution network and enhances its ability to deliver localized, high-performance gaming solutions tailored to Southeast Asia's fast-evolving gaming sector.

NOVOMATIC expands its global distribution network in Asia with Harvest Gaming

O Monday 21 de April 2025 / 12:00









♣ NOVOMATIC

2 minutos de lectura

(Gumpoldskirchen).- Through a new collaboration with renowned distributor Harvest Gaming, NOVOMATIC is strengthening its market presence in Singapore, Malaysia, and Vietnam.



NOVOMATIC is proud to announce a new strategic distribution partnership with **Harvest Gaming**, a renowned company based in Singapore. This new venture marks an important step in NOVOMATIC's strategy of expanding its presence across Asia and reinforces the Group's long-term commitment to international growth through strong regional collaborations.

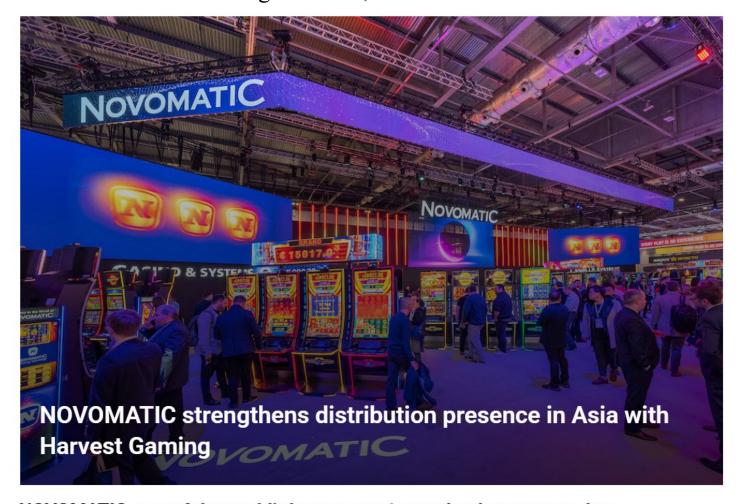
Under the new agreement, Harvest Gaming will represent NOVOMATIC's leading portfolio of land-based gaming solutions in Singapore, Malaysia, and Vietnam. With its in-depth market knowledge, excellent industry relations, and a customer-focused approach, Harvest Gaming is ideally positioned to support NOVOMATIC's growth and deliver tailored solutions to local operators.

Michael Barsin, NOVOMATIC Sales, emphasizes: "We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia. Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the NOVOMATIC brand. This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions."

Alfred Hwee, General Manager at Harvest Gaming, adds: "We are proud to be appointed as NOVOMATIC's distributor for this important region. NOVOMATIC is globally recognized for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy. We look forward to working closely with the NOVOMATIC team to support our customers and drive mutual growth in Southeast Asia."

This new partnership further expands NOVOMATIC's global distribution network and enhances the Group's ability to meet the specific needs of customers in one of the most dynamic regions of the international gaming industry.

agbrief.com, 21.04.2025



NOVOMATIC, one of the world's largest gaming technology groups, has announced a new strategic distribution partnership in Asia with Harvest Gaming, a renowned company headquartered in Singapore.

This new venture marks an important step in NOVOMATIC's strategy of expanding its presence across Asia and reinforces the Group's long-term commitment to international growth through strong regional collaborations.

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Alfred Hwee, General Manager at Harvest Gaming, added: "We are proud to be appointed as NOVOMATIC's distributor for this important region. NOVOMATIC is globally recognized for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy. We look forward to working closely with the NOVOMATIC team to support our customers and drive mutual growth in Southeast Asia."

ggarsia.com, 21.04.2025

Novomatic expands distribution network in Asia via Harvest Gaming

Published April 21, 2025





Gaming equipment maker and operator Novomatic AG has announced a "strategic distribution partnership" with privately-held Harvest Gaming, a company founded in 2007 in Singapore.

"This new venture marks an important step in Novomatic's strategy of expanding its presence across Asia and reinforces the group's long-term commitment to international growth through strong regional collaborations," stated Novomatic in a Friday press release.

Under the agreement, Harvest Gaming will distribute Novomatic's land-based gaming products in Singapore, Malaysia, and Vietnam, according to the announcement.

"With its in-depth market knowledge, excellent industry relations, and a customer-focused approach, Harvest Gaming is ideally positioned to support Novomatic's growth and deliver tailored solutions to local operators," added the Austra-based company.

The update cited Michael Barsin, a sales representative for Novomatic, as saying that the gaming supplier was "delighted" to partner with Harvest Gaming in a bid to strengthen the group's footprint in Southeast Asia.

"Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the Novomatic brand," stated Mr Barsin.

He added: "This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions."

Alfred Hwee, general manager at Harvest Gaming, said in prepared remarks: "Novomatic is globally recognised for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy."

"We look forward to working closely with the Novomatic team to support our customers and drive mutual growth in Southeast Asia," added Mr Hwee.

The Austrian gaming equipment supplier controls Australia-listed slot machine maker Ainsworth Game Technology Ltd.

Earlier this month, Novomatic said it <u>had been awarded</u> one of the first gaming-related vendor licences in the United Arab Emirates (UAE).

Casino.com, 20.04.2025

Novomatic and Harvest Gaming Forge Alliance for Asian Market Push



Austrian gaming titan Novomatic has finalized a strategic distribution partnership with Singapore-based Harvest Gaming. The company aims to strengthen its foothold in Southeast Asian competitive markets. The collaboration, announced this week, will deploy Novomatic's land-based gaming solutions from slot machines to digital platforms across Singapore, Vietnam, Thailand, Malaysia, and the Philippines.

Harvest Gaming's local expertise and regional industry networks are expected to drive tailored market penetration. Still, skeptics question whether Novomatic's European engineering can harmonize with Asia's fast-paced gaming dynamics.

Shared Rewards

Harvest Gaming granted Novomatic a **51% controlling stake**. The deal positions Harvest to leverage Novomatic's **400+ game portfolio** and R&D capabilities while Novomatic gains access to Asia's **US\$52 billion gaming market**. It currently holds a modest 3% market share, trailing rivals like Aristocrat (22%) and Light & Wonder (18%).

Michael Barsin of Novomatic Sales highlighted the synergy: "We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia. Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the Novomatic brand."

The collaboration unfolds under the oversight of Singapore's Gambling Regulation Authority (GRA), established in August 2022 to tighten industry compliance. With Harvest's onground agility and Novomatic's technological firepower, the partnership aims to disrupt a market governed by adaptability.

Harvest Backs Alliance

Harvest Gaming will distribute Novomatic's complete gaming portfolio, including **slot machines**, **electronic table games**, **and interactive platforms** across Southeast Asia, under the newly finalized partnership. Harvest's General Manager Alfred Hwee emphasized alignment with Novomatic's "innovation, quality, and reliability," stating that collaboration would "drive mutual growth" in Asian markets.

Navigating Asia's Complexity

Asia's gaming sector remains fragmented, with Singapore and Macau's premium resorts contrasting Vietnam and Thailand's mass-market tourism projects. Novomatic's high volatility slots—dominant in Europe's grind-driven casinos—face challenges in Asia's leisure-centric markets.

Harvest Gaming, instrumental in this partnership, brings expertise in navigating diverse regulations. The company has secured licenses across seven Asian jurisdictions since 2020, including Cambodia's tightly regulated casino corridors and Vietnam's nascent gaming zones. Its operational success underscores its ability to adapt Novomatic's offerings regionally. It

The collaboration aligns with Novomatic's broader global strategy following its recent <u>UAE gaming license acquisition</u>—one of the first B2B firms approved under Abu Dhabi's new regulatory regime.

Isa-guide, 18.04.2025

NOVOMATIC expands its global distribution network in Asia with Harves Gaming

Through a new collaboration with renowned distributor Harvest Gaming, NOVOMATIC is strengthening its market presence in Singapore, Malaysia, and Vietnam.

Gumpoldskirchen/Singapore, April 18, 2025 – NOVOMATIC is proud to announce a new strategic distribution partnership with Harvest Gaming, a renowned company based in Singapore. This new venture marks an important step in NOVOMATIC's strategy of expanding its presence across Asia and reinforces the Group's long-term commitment to international growth through strong regional collaborations.

Under the new agreement, Harvest Gaming will represent NOVOMATIC's leading portfolio of landbased gaming solutions in Singapore, Malaysia, and Vietnam. With its in-depth market knowledge, excellent industry relations, and a customer-focused approach, Harvest Gaming is ideally positioned to support NOVOMATIC's growth and deliver tailored solutions to local operators.

Michael Barsin, NOVOMATIC Sales, emphasizes: "We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia. Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the NOVOMATIC brand. This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions

Alfred Hwee, General Manager at Harvest Gaming, adds: "We are proud to be appointed as NOVOMATIC's distributor for this important region. NOVOMATIC is globally recognized for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy. We look forward to working closely with the NOVOMATIC team to support our customers and drive mutual growth in Southeast Asia."

This new partnership further expands NOVOMATIC's global distribution network and enhance the Group's ability to meet the specific needs of customers in one of the most dynamic regions of the international gaming industry.

gamblingnews, 18.04.2025

NOVOMATIC Pens Asia-Focused Distribution Deal with Harvest Gaming

Per the deal, Harvest Gaming will distribute NOVOMATIC's cutting-edge games to casino operators in Singapore, Malaysia, and Vietnam



Image Source: Shutterstock.com

Listen

NOVOMATIC, one of the largest gaming technology companies in the world, has announced a new tie-up with **Harvest Gaming**. This partnership was hailed as an important step for the former company's growth in Asia.

Harvest Gaming Is a Perfect Fit for NOVOMATIC

According to the announcement, NOVOMATIC penned a major distribution partnership with Harvest Gaming. As a Singapore-based entity, the latter company will help its new partner reinforce its local presence and continue its overall growth in Asia.

In its official release, NOVOMATIC emphasized that this is consistent with its "long-term commitment to international growth through strong regional collaborations."

Per the deal, Harvest Gaming will distribute NOVOMATIC's cutting-edge games to casino operators in Singapore, Malaysia, and Vietnam. Harvest Gaming, which boasts significant experience in these markets, was described as "ideally positioned" to support NOVOMATIC's local expansion.

According to NOVOMATIC, the deal will expand its global distribution network while enhancing its ability to respond to consumer needs and demands in "one of the most dynamic regions" in the global gaming sector.

Global Powerhouse Meets Local Leader

Executives commented on the partnership, with Harvest Gaming's general manager, Alfred Hwee, expressing delight about the opportunity to serve as NOVOMATIC's local distributor. Hwee praised NOVOMATIC for its incredible commitment to innovation, quality and reliability, saying that this aligns with his team's business philosophy.

We look forward to working closely with the NOVOMATIC team to support our customers and drive mutual growth in Southeast Asia.

Alfred Hwee, general manager, Harvest Gaming ——

In the meantime, Michael Barsin, NOVOMATIC's sales manager, said that his company is delighted to partner with Harvest Gaming. He lauded the latter company as an outstanding regional company with a deep understanding of Asian markets. Thanks to this, the NOVOMATIC team deemed Harvest Gaming to be a perfect partner.

Their [Harvest Gaming's] deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the NOVOMATIC brand. This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions.

Michael Barsin, sales manager, NOVOMATIC ——

NOVOMATIC Secured License in UAE, Set Out to Acquire Viking Casinos

A few days ago, NOVOMATIC secured a <u>supplier's license</u> in the United Arab Emirates, putting it in a favorable position to capitalize on the country's emerging gaming market. The Gaming Related Vendor License – Tier 1, which was issued by the General Commercial Gaming Regulatory Authority, will create another staging point for NOVOMATIC's growth in Asia.

Earlier this year, NOVOMATIC set out to acquire French casino group Viking Casinos. The acquisition, which was still subject to certain regulatory conditions and approvals as of the time of the announcement, would expand the casino giant's presence in France and Europe as a whole, further reflecting NOVOMATIC's international approach.

Isa-guide.com, 18.04.2025

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Through a new collaboration with renowned distributor Harvest Gaming, NOVOMATIC is strengthening its market presence in Singapore, Malaysia, and Vietnam.

Gumpoldskirchen/Singapore, April 18, 2025 – NOVOMATIC is proud to announce a new strategic distribution partnership with Harvest Gaming, a renowned company based in Singapore. This new venture marks an important step in NOVOMATIC's strategy of expanding its presence across Asia and reinforces the Group's long-term commitment to international growth through strong regional collaborations.

Under the new agreement, Harvest Gaming will represent NOVOMATIC's leading portfolio of landbased gaming solutions in Singapore, Malaysia, and Vietnam. With its in-depth market knowledge, excellent industry relations, and a customer-focused approach, Harvest Gaming is ideally positioned to support NOVOMATIC's growth and deliver tailored solutions to local operators.

Michael Barsin, NOVOMATIC Sales, emphasizes: "We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia. Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the NOVOMATIC brand. This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions."

Alfred Hwee, General Manager at Harvest Gaming, adds: "We are proud to be appointed as NOVOMATIC's distributor for this important region. NOVOMATIC is globally recognized for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy. We look forward to working closely with the NOVOMATIC team to support our customers and drive mutual growth in Southeast Asia."

This new partnership further expands NOVOMATIC's global distribution network and enhances the Group's ability to meet the specific needs of customers in one of the most dynamic regions of the international gaming industry.

intergameonline.com, 18.04.2025

Novomatic extends reach in Asia with Harvest Gaming

April 18, 2025 by Richard Hollis









A new strategic distribution partnership had been formed between Novomatic and Singapore-based Harvest Gaming.



This new venture marks an important step in Novomatic's strategy of expanding its presence across Asia and, the company said, "reinforces the group's long-term commitment to international growth through strong regional collaborations."

Under the new agreement, Harvest Gaming will represent Novomatic's portfolio of landbased gaming solutions in Singapore, Malaysia and Vietnam.

"We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia," said Michael Barsin, Novomatic sales. "Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the Novomatic brand.

"This partnership will allow us to serve operators in Singapore, Malaysia and Vietnam better with our tailored, high-performance gaming solutions."

Alfred Hwee, general manager at Harvest Gaming, added: "We are proud to be appointed as Novomatic's distributor for this important region. Novomatic is globally recognised for its innovation, quality and reliability – values that perfectly reflect our own business philosophy.

"We look forward to working closely with the Novomatic team to support our customers and drive mutual growth in Southeast Asia."

nordkurier, 19.04.2025

Konzert hat 8000 Euro für die Telefonseelsorge eingebracht

Von Bastian Bönisch

Am vergangenen Wochenende war in der Neubrandenburger Konzertkirche viel los. Darum ging es.

NEUBRANDENBURG - Bei Spendenveranstaltung zugunsten der Telefonseelsorge sind am Wochenende in der Neubrandenburger Konzertkirche über 8000 Euro zusammengekommen. Das teilte die zuständige Spielbanken MV GmbH & Co. KG in einer Pressemitteilung mit. "Das Highlight des Abends war das Konzert des Heeresmusikkorps Neubrandenburg, welches von einer Live-Sandmalerin begleitet wurde" heißt es in der Mitteilung. Durch Kartenverkäufe Stadtwerken und die Tombola seien über 8000 Euro eingenommen wichtiger Abend mit großworden. Diese würden "für Weiterbildungsangebote sowie Ausbildungskurse" der na Böhme, Sozialkonzeptbeehrenamtlichen Mitarbeiter auftragte der Spielbanken ausgegeben werden.

Insgesamt hat die Telefonseelsorge in Mecklenburg-270 ehrenamtliche Seelsorger, "die sich den Sorgen und Nöten der Bürger unentgelt-

lich annehmen". Die Seelsorger seien nicht nur bei Themen "rund um Ängste und Einsamkeit, sondern auch bei Themen wie, Suizid, Spielsucht oder Jobverlust mit offenen Ohren für Ihre Anrufer

Neun weitere Mitarbeiter "mit speziellen Qualifikationen sind für die Organisation und Verwaltung zuständig, sowie eine Vielzahl an Interessierten, die derzeit eine einjährige Ausbildung absolvieren", heißt es weiter.

Die Benefizveranstaltung in der Neubrandenburger Konzertkirche sei "mit großzügigen Spenden" von Unternehmen wie der Sparkasse Neubrandenburg-Demmin oder den Neubrandenburger unterstützt worden. "Es war ein sehr artigen Künstlern und einer wichtigen Message", wird An-MV GmbH & Co. KG, in der Mitteilung zitiert.

Die ehrenamtlichen Mit-Vorpommern laut Aussagen arbeiter der Telefonseelsorge der Spielbanken MV GmbH seien rund um die Uhr unter der Telefonnummer 0800-1110111 für betroffene Menschen erreichbar.



Das Konzert des Heeresmusikkorps Neubrandenburg wurde von einer Live-Sandmalerin begleitet.

gamblinginsider.com, 18.04.2025

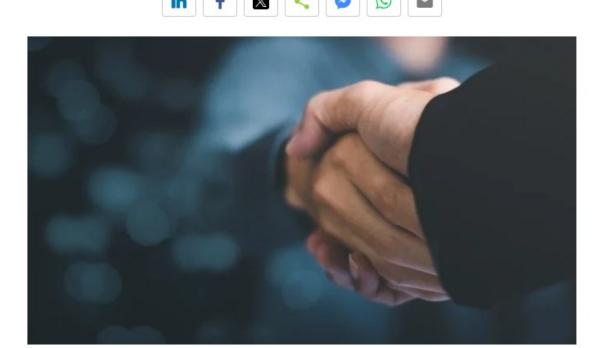
Published 18 April, 2025

LAND-BASED CASINO INDUSTRY PARTNERSHIPS SLOTS

Novomatic partners with Harvest Gaming to expand global distribution network in Asia

The deal will support Novomatic's global expansion initiative.

By Megan Elswyth



Key points:

- Harvest Gaming will be responsible for representing and distributing Novomatic products across Southeast Asia
- This includes Singapore, Malaysia and Vietnam

Novomatic has signed a distribution partnership with Harvest Gaming.

Harvest Gaming will represent Novomatic's land-based gaming solutions in several Asian countries, including Singapore, Malaysia and Vietnam.

As Harvest Gaming is based in Singapore, the company will be able to utelise its local market knowledge, industry relations and customer base.

Michael Barsin, Novomatic Sales, said: "We are delighted to partner with Harvest Gaming in order to strengthen our footprint in Southeast Asia.

"Their deep understanding of the regional markets and dedication to supporting our customers make them excellent representatives of the Novomatic brand.

"This partnership will allow us to serve operators in Singapore, Malaysia, and Vietnam better with our tailored, high-performance gaming solutions."

Good to know: Gambling in Singapore is monitored by the Gambling Regulatory Authority of Singapore (GRA), which was founded relatively recently on 1 August 2022

Alfred Hwee, Harvest Gaming GM, said: "We are proud to be appointed as Novomatic's distributor for this important region.

"Novomatic is globally recognised for its innovation, quality, and reliability – values that perfectly reflect our own business philosophy.

"We look forward to working closely with the Novomatic team to support our customers and drive mutual growth in Southeast Asia."

Novomatic's full portfolio includes cabinets, slot and electronic table games, gaming platforms, jackpots, interior design and interactive tools.

This announcement comes very soon after Novomatic was awarded a UAE gaming vendor licence, making it one of the first B2B companies to do so.

Intergameonline.com, 17.04.2025

Novomatic gears up for G2E Asia

April 17, 2025 by Richard Hollis









For the up-coming G2E Asia show, set to run May 7-9 in Macao, Novomatic is preparing "a showcase of innovative gaming solutions" tailored to the Asian market.



The Diamond X series will return to the Novomatic booth with significant upgrades to its design and powerful performance, presenting Diamond X 1.55J Quattro featuring Xtension Link Volume 3. Xtension Link Volume 4 and the all-new Xtension Link Evolution.

Additionally, the Black Edition II series will make an appearance with Black Edition II XL 2.32/3.32 showcasing the popular Impera Link Series 2 and Black Edition II 1.49J featuring both Impera ProLink and the latest Rising

Treasures. New releases will join classics such as Master SL 2.32/3.32 featuring the Gaminator X5.

The electronic table game solution Novo Unity Pro will also be showcased. This ETG solution integrates electronic live games - including sic bo, baccarat, roulette, poker, blackjack and even slot games – across numerous player stations. The key benefits include customisation for unique gaming experiences, the advanced management console and Novo Unity DB server, as well as tournament mode and simultaneous betting/parallel play, where players can take part in up to three live games simultaneously. Extra game windows on the betting screen enable guests to switch between the available games and versions.

Also on display will be the NovoVision Casino Management System, with its suite of modules that include powerful loyalty features, TITO, cashless or single wallet solutions, advanced biometric functionalities and much more.

"G2E Asia is a key platform for Novomatic to demonstrate our latest innovations to the Asian market," said Kenan Bajram, deputy director global sales at Novomatic. "This year, we are excited to present a diverse portfolio of cutting- edge solutions that cater to the specific needs of our customers.

"From the Diamond X series to the innovative Novo Unity Pro, our showcase is designed to inspire and impress. We look forward to welcoming visitors to our booth and sharing our latest advancements."

Isa-guide.de, 17.04.2025

NOVOMATIC: Showcasing cutting-edge gaming innovations for the Asian market at G2E Asia 2025

Preparations are underway for G2E Asia 2025, taking place from May 7-9 in Macao, and NOVOMATIC is ready to impress with a showcase of innovative gaming solutions tailored to the Asian market.

Gumpoldskirchen – Visitors to the NOVOMATIC booth #A518B will experience a portfolio designed to meet diverse operator needs, featuring the latest cabinets, game mixes, and electronic table games that exemplify NOVOMATIC's ongoing commitment to excellence and innovation

New highlights and classic favorites await

This year, NOVOMATIC's booth will spotlight a dynamic selection of state-of-the-art products, with a focus on enhancing the player experience and maximizing operator performance. The DIAMOND X[™] series returns with significant upgrades to its sophisticated design and powerful performance, presenting: DIAMOND X[™] 1.55J QUATTRO featuring XTENSION LINK[™] Volume 3, XTENSION LINK[™] Volume 4, and the all-new XTENSION

LINK™ Evolution. The multi-screen version



(Photo: Novomatic AG)

DIAMOND X^{TM} 2.32/3.32 equipped with GAMINATOR TM X5, will deliver a rich selection of entertaining game titles.

Additionally, the *BLACK EDITION II* series will make a remarkable appearance with *BLACK EDITION II XL* 2.32/3.32 showcasing the popular *IMPERA LINK™ Series* 2 and *BLACK EDITION II* 1.49*J* featuring both *Impera PROLINK™* and the latest *RISING TREASURES™*. New releases will be complemented by proven classics such as *MASTER SL™* 2.32/3.32 featuring the *GAMINATOR™ X5*.

Innovative solutions to enhance operational efficiency

Among the highlights of NOVOMATIC's presentation will be the NOVO UNITY™ PRO, a state-of-the-art electronic table game solution with unprecedented functionality and adaptability. This ETG solution seamlessly integrates electronic live games – including Sic Bo, Baccarat, Roulette, Poker, Black Jack, and even slot games – across numerous player stations. The key benefits include customization for unique gaming experiences, the advanced management console & NOVO UNITY™ DB server as well as Tournament Mode and Simultaneous Betting/Parallel Play – where players can take part in up to three live games simultaneously, enhancing interactivity and engagement. Extra game windows on the betting screen enable guests to switch between the available games and versions.

Also on display will be the NOVOVISION™ Casino Management System, with its comprehensive suite of modules that include powerful loyalty features, TITO, cashless or single wallet solutions, advanced biometric functionalities and much more. From player recognition to secure access solutions, NOVOVISION™ sets a new standard for an efficient and secure gaming management.

Engage, experience, and innovate at G2E Asia 2025

Kenan Bajram, Deputy Director Global Sales at NOVOMATIC AG, highlights the company's enthusiasm for the event: "G2E Asia is a key platform for NOVOMATIC to demonstrate our latest innovations to the Asian market. This year, we are excited to present a diverse portfolio of cutting-edge solutions that cater to the specific needs of our customers. From the *DIAMOND* X[™] series to the innovative *NOVO UNITY™ PRO*, our showcase is designed to inspire and impress. We look forward to welcoming visitors to our booth and sharing our latest advancements."

Visit NOVOMATIC at Booth #A518B during G2E Asia 2025 to discover the future of gaming technology, tailored specifically for the Asian market.

NOVOMATIC: Showcasing cutting-edge gaming innovations for the Asian market at G2E Asia 2025

① Thursday 17 de April 2025 / 12:00











2 minutos de lectura

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yogonet.com, 17.04.2025

Novomatic to showcase its cutting-edge Linked Progressives at GAT Cartagena



Novomatic will be unveiling its latest and established gaming solutions at the GAT Cartagena event in Colombia. Set to draw major stakeholders from the Latin American industry, the show will take place from April 28 to 30 at the Hotel Las Américas.

As a major sponsor of the event, Novomatic will present a range of innovations for gaming venues across diverse areas. Leading the lineup is GLOBE LINK Xtension Volume 2, NOVOMATIC's latest Linked Progressive series.

Making its grand debut is the RUBY PACKAGE, a premium combination of GLOBE LINK Xtension Volume 2 and the BLACK EDITION II 1.49J cabinet. This duo comes with striking aesthetics and features like Golden Spins, Expanding Reels, and the Xpress Feature. The package includes five titles: Golden Chicago XL, Savanna Heat, Sugar Bliss, Thunder Reign, and Tiki Crush, each offering a unique narrative and gameplay.

On top of that, Novomatic introduces the OBSIDIAN PACKAGE, a gaming solution that pairs the IMPERA LINK Series 2 jackpot with the BLACK EDITION II 3.27 cabinet for operators looking for additional options. This setup is designed to deliver a premium experience, featuring top-performing games and a progressive jackpot system.



Attendees will also get a preview of other Linked Progressives, such as SUPERIA GOLDEN LINK Volume 2, available in the BLACK EDITION II 3.32; and NOVOLINE GOLDEN LINK Edition 2, featured in the MASTER SL 3.32 cabinet. In the multi-game segment, NOVOMATIC will showcase the NOVOLINE Interactive Edition X4 and Impera Line HD 9, integrated into the PANTHER 2.27 cabinets.

"Novomatic's Linked Progressive Jackpots have proven their success in Latin America's most prestigious gaming venues, becoming a benchmark for performance among our customers," says Manuel Del Sol, Managing Director of Novomatic Gaming Colombia.

"Now, we are expanding this successful category with GLOBE LINK Xtension Volume 2, featuring the BLACK EDITION II 1.49J cabinet in the exclusive RUBY PACKAGE. With this innovative offering, we are taking the player experience to new heights while providing operators with high-performance tools to maximize their results."

According to Novomatic, these solutions are designed to help operators attract more players, optimize profitability, and deliver unparalleled gaming experiences. Industry professionals will have the opportunity to explore them firsthand at **booth #A25**.

globalgamblingnews.com, 16.04.2025

NOVOMATIC unveils the next evolution in linked progressives at GAT Cartagena

GGN Writer April 16, 2025 Q 0





nce again, GAT Cartagena will be the epicentre of the gaming industry in Latin America, as NOVOMATIC unveils its cutting-edge solutions designed to push the boundaries of entertainment in gaming venues.

From **April 28th to 30th**, the Hotel Las Américas Convention Center, five minutes from the international airport in Colombia's Caribbean tourist jewel, will host the industry's key players and as a major sponsor, NOVOMATIC will present innovations that elevate player engagement, optimize operational performance and drive profitability.



Making its grand debut is the *Ruby Package*, a premium combination of *GLOBE LINK Xtension Volume* 2 and the *Black Edition II* 1.49] cabinet. The package includes <u>five</u> titles designed to maximize engagement: *Golden Chicago XL, Savanna Heat, Sugar Bliss, Thunder Reign* and *Tiki Crush*, each offering a unique narrative and gameplay.

On top of that, NOVOMATIC introduces the *Obsidian Package*, a high-impact gaming solution that pairs the *Impera Link Series* 2 jackpot with the *Black Edition* 3.27 cabinet for operators looking for additional options. This setup is designed to deliver premium experience, featuring top-performing games and a progressive jackpot system that ensures engaging gameplay and optimized profitability for gaming venues.

Attendees will also get an exclusive preview of other proven linked progressives, such as Superia Golden Link Volume 2, available in the Black Edition II 3.32, and NOVOLINE GOLDEN LINK Edition 2, featured in the Master SL 3.32 cabinet.

In the multi-game segment, NOVOMATIC will showcase the acclaimed NOVOLINE Interactive Edition X4 and Impera Line HD 9, integrated into the versatile Panther 2.27 cabinets, reaffirming the company's premium entertainment leadership.

Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia, says: "NOVOMATIC's linked progressive jackpots have proven their success in Latin America's most prestigious gaming venues, becoming a benchmark for performance among our customers.

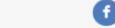
"Now, we are expanding this successful category, and with this innovative offering, we are taking the player experience to new heights while providing operators with high-performance tools to maximize their results.

"At **GAT Cartagena 2025**, industry professionals will have the opportunity to experience first-hand how these innovations can transform their business and elevate their entertainment offerings.

"See you at GAT Expo at Booth No. A25."

GLOBE LINK™ Xtension: NOVOMATIC unveils the next evolution in Linked Progressives at GAT Cartagena

① Tuesday 15 de April 2025 / 12:00









novomatic

2 minutos de lectura

(Gumpoldskirchen/Bogotá).- April is when the gaming industry converges in Cartagena, and NOVOMATIC arrives with a portfolio set to transform venues and redefine entertainment. This groundbreaking launch, infused with state-of-the-art technology and immersive gameplay, is tailored to meet the evolving needs of operators across the region.



From April 28 to 30, the Hotel Las Américas will host the industry's key players at GAT Cartagena. As a major sponsor, NOVOMATIC will present innovations that elevate player engagement, optimize operational performance, and drive profitability.

Leading the lineup is GLOBE LINK™ Xtension Volume 2, NOVOMATIC's latest Linked Progressive series, engineered to intensify excitement with every spin. Making its grand debut is the RUBY PACKAGE, a premium combination of GLOBE LINK™ Xtension Volume 2 and the BLACK EDITION II 1.49J cabinet. This powerful duo enhances gameplay with striking aesthetics and innovative features like Golden Spins, Expanding Reels, and the Xpress Feature, delivering instant immersion. The package includes five captivating titles designed to maximize engagement: Golden Chicago™ XL, Savanna Heat™, Sugar Bliss™, Thunder Reign™, and Tiki Crush™, each offering a unique narrative and gameplay that takes the thrill to the next level.

On top of that, NOVOMATIC introduces the OBSIDIAN PACKAGE, a high-impact gaming solution that pairs the IMPERA LINK™ Series 2 jackpot with the BLACK EDITION II 3.27 cabinet for operators looking for additional options. This setup is designed to deliver premium experience, featuring top- performing games and a progressive jackpot system that ensures engaging gameplay and optimized profitability for gaming venues.



Attendees will also get an exclusive preview of other proven Linked Progressives, such as $SUPERIA\ GOLDEN\ LINK^{TM}\ Volume\ 2$, available in the $BLACK\ EDITION\ II\ 3.32$, and $NOVOLINE^{TM}\ GOLDEN\ LINK^{TM}\ Edition\ 2$, featured in the $MASTER\ SL^{TM}\ 3.32$ cabinet. In the multi-game segment, NOVOMATIC will showcase the acclaimed $NOVOLINE^{TM}\ Interactive\ Edition\ X4$ and $Impera\ Line^{TM}\ HD\ 9$, integrated into the versatile $PANTHER\ 2.27$ cabinets, reaffirming the company's innovation and premium entertainment leadership.

"NOVOMATIC's Linked Progressive Jackpots have proven their success in Latin America's most prestigious gaming venues, becoming a benchmark for performance among our customers. Now, we are expanding this successful category with GLOBE LINK™ Xtension Volume 2, featuring the BLACK EDITION II 1.49J cabinet in the exclusive RUBY PACKAGE. With this innovative offering, we are taking the player experience to new heights while providing operators with high-performance tools to maximize their results," says Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia.

These solutions are designed to help operators attract more players, optimize profitability, and deliver unparalleled gaming experiences. At GAT Cartagena 2025, industry professionals will have the opportunity to experience firsthand how these innovations can transform their business and elevate their entertainment offerings. See you at GAT Expo at booth #A25!

g3newswire.com, 15.04.2025

Novomatic präsentiert die nächste Evolutionsstufe der Linked Progressives auf der GAT Cartagena

By Phil - 15. April 2025

Novomatic stellt auf der GAT Cartagena, die vom 28. bis 30. April im Hotel Las Américas in Kolumbien stattfindet, innovative Lösungen vor, darunter Globe Link Xtension Volume 2, Novomatics neuestes Linked Progressive Serie, die so konzipiert ist, dass sie mit jeder Drehung die Spannung steigert.

Sein großes Debüt feiert das RUBY PACKAGE, eine Premium-Kombination aus Globe Link Xtension Volume 2 und dem BLACK EDITION II 1.49J-Gehäuse. Dieses leistungsstarke Duo verbessert das Gameplay mit beeindruckender Ästhetik und innovativen Features wie Golden Spins, Expanding Reels und der Xpress-Funktion und sorgt für sofortiges Eintauchen. Das Paket enthält fünf fesselnde Titel für maximales Engagement: Golden Chicago XL, Savanna Hea, Sugar Bliss, Thunder Reign und Tiki Crush. Jeder Titel bietet eine einzigartige Geschichte und ein Gameplay, das den Nervenkitzel auf ein neues Level hebt.



Darüber hinaus präsentiert Novomatic das Obsidian-Paket, eine leistungsstarke

Gaming-Lösung, die den Impera Link Series 2 Jackpot mit dem Black Edition II 3.27 Gehäuse kombiniert und sich an Betreiber richtet, die zusätzliche Optionen suchen. Dieses Setup bietet ein erstklassiges Spielerlebnis mit leistungsstarken Spielen und einem progressiven Jackpot-System, das für spannendes Gameplay und optimierte Rentabilität in Spielstätten sorgt.

Die Besucher erhalten außerdem eine exklusive Vorschau auf weitere bewährte Linked Progressives, wie beispielsweise Superia Golden Link Volume 2, erhältlich in der Black Edition II 3.32, und Novoline Golden Link Edition 2, erhältlich im Master SL 3.32-Gehäuse. Im Multi-Game-Segment präsentiert Novomatic die gefeierten NovoLine Interactive Edition X4 und Impera Line HD 9, integriert in die vielseitigen Panther 2.27-Gehäuse, und unterstreicht damit seine Innovationskraft und führende Position im Premium-Entertainment-Bereich.

"Die Linked Progressive Jackpots von Novomatic haben sich in den renommiertesten Spielstätten Lateinamerikas bewährt und sind für unsere Kunden zum Maßstab in Sachen Leistung geworden. Jetzt erweitern wir diese erfolgreiche Kategorie mit Globe Link Xtension Volume 2, ausgestattet mit dem Black Edition II 1.49J-Gehäuse im exklusiven Ruby-Paket. Mit diesem innovativen Angebot heben wir das Spielerlebnis auf ein neues Niveau und bieten Betreibern leistungsstarke Tools zur Maximierung ihrer Ergebnisse", sagt Manuel Del Sol, Geschäftsführer von Novomatic Gaming Colombia.

Teilen ner

casinocompendium.com, 15.04.2025



GLOBE LINK™ Xtension: NOVOMATIC unveils the next evolution in Linked Progressives at GAT Cartagena

April 15, 2025

NOVOMATIC launches GLOBE LINK™ Xtension Volume 2 at GAT Cartagena, featuring advanced Linked Progressives and new premium cabinet packages

April is when the gaming industry converges in Cartagena, and **NOVOMATIC** arrives with a portfolio set to transform venues and redefine entertainment. This groundbreaking launch, infused with state-of-the-art technology and immersive gameplay, is tailored to meet the evolving needs of operators across the region.

Gumpoldskirchen/Bogotá, April 15, 2025 – Once again, **GAT Cartagena** will be the epicenter of the gaming industry in Latin America. NOVOMATIC is unveiling cutting-edge solutions designed to push the boundaries of entertainment in gaming venues. From April 28 to 30, the **Hotel Las Américas** will host the industry's key players. As a major sponsor, NOVOMATIC will present innovations that elevate player engagement, optimize operational performance, and drive profitability.

Leading the lineup is **GLOBE LINK™ Xtension Volume 2**, NOVOMATIC's latest Linked Progressive series, engineered to intensify excitement with every spin. Making its grand debut is the **RUBY PACKAGE**, a premium combination of GLOBE LINK™ Xtension Volume 2 and the **BLACK EDITION II 1.49J** cabinet. This powerful duo enhances gameplay with striking aesthetics and innovative features like **Golden Spins**, **Expanding Reels**, and the **Xpress Feature**, delivering instant immersion.



The package includes five captivating titles designed to maximize engagement:

- Golden Chicago™ XL
- Savanna Heat™
- Sugar Bliss™
- Thunder Reign™
- Tiki Crush™

Each offers a unique narrative and gameplay experience that takes the thrill to the next level.

In addition, NOVOMATIC introduces the **OBSIDIAN PACKAGE**, a high-impact gaming solution that pairs the **IMPERA LINK™ Series 2** jackpot with the **BLACK EDITION II 3.27** cabinet. This setup is designed to deliver a premium experience, featuring top-performing games and a progressive jackpot system that ensures engaging gameplay and optimized profitability for gaming venues.

Attendees will also get an exclusive preview of other proven Linked Progressives, such as:

- SUPERIA GOLDEN LINK™ Volume 2, available in the BLACK EDITION II 3.32
- NOVOLINE™ GOLDEN LINK™ Edition 2. featured in the MASTER SL™ 3.32 cabinet

In the multi-game segment, NOVOMATIC will showcase the acclaimed **NOVOLINE™ Interactive Edition X4** and **Impera Line™ HD 9**, integrated into the versatile **PANTHER 2.27** cabinets. These innovations reaffirm NOVOMATIC's position as a leader in gaming technology and premium entertainment.



Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia:

"NOVOMATIC's Linked Progressive Jackpots have proven their success in Latin America's most prestigious gaming venues, becoming a benchmark for performance among our customers. Now, we are expanding this successful category with GLOBE LINKTM Xtension Volume 2, featuring the BLACK EDITION II 1.49J cabinet in the exclusive RUBY PACKAGE, with this innovative offering, we are taking the player experience to new heights while providing operators with high-performance tools to maximize their results."

These solutions are designed to help operators attract more players, optimize profitability, and deliver unparalleled gaming experiences. At **GAT Cartagena 2025**, industry professionals will have the opportunity to experience firsthand how these innovations can transform their business and elevate their entertainment offerings.

Soloazar.com, 15.04.2025

GLOBE LINK™ Xtension: NOVOMATIC unveils the next evolution in Linked Progressives at GAT Cartagena

O Tuesday 15 de April 2025 / 12:00











2 minutos de lectura

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Leading the lineup is GLOBE LINK™ Xtension Volume 2, NOVOMATIC's latest Linked Progressive series, engineered to intensify excitement with every spin. Making its grand debut is the RUBY PACKAGE, a premium combination of GLOBE LINK™ Xtension Volume 2 and the BLACK EDITION II 1.49J cabinet. This powerful duo enhances gameplay with striking aesthetics and innovative features like Golden Spins, Expanding Reels, and the Xpress Feature, delivering instant immersion. The package includes five captivating titles designed to maximize engagement: Golden Chicago™ XL, Savanna Heat™, Sugar Bliss™, Thunder Reign™, and Tiki Crush™, each offering a unique narrative and gameplay that takes the thrill to the next level.

On top of that, NOVOMATIC introduces the OBSIDIAN PACKAGE, a high-impact gaming solution that pairs the IMPERA LINK™ Series 2 jackpot with the BLACK EDITION II 3.27 cabinet for operators looking for additional options. This setup is designed to deliver premium experience, featuring top- performing games and a progressive jackpot system that ensures engaging gameplay and optimized profitability for gaming venues.



Attendees will also get an exclusive preview of other proven Linked Progressives, such as $SUPERIA\ GOLDEN\ LINK^{TM}\ Volume\ 2$, available in the $BLACK\ EDITION\ II\ 3.32$, and $NOVOLINE^{TM}\ GOLDEN\ LINK^{TM}\ Edition\ 2$, featured in the $MASTER\ SL^{TM}\ 3.32$ cabinet. In the multi-game segment, NOVOMATIC will showcase the acclaimed $NOVOLINE^{TM}\ Interactive\ Edition\ X4$ and $Impera\ Line^{TM}\ HD\ 9$, integrated into the versatile $PANTHER\ 2.27$ cabinets, reaffirming the company's innovation and premium entertainment leadership.

"NOVOMATIC's Linked Progressive Jackpots have proven their success in Latin America's most prestigious gaming venues, becoming a benchmark for performance among our customers. Now, we are expanding this successful category with GLOBE LINK™ Xtension Volume 2, featuring the BLACK EDITION II 1.49 J cabinet in the exclusive RUBY PACKAGE. With this innovative offering, we are taking the player experience to new heights while providing operators with high-performance tools to maximize their results," says Manuel Del Sol, Managing Director of NOVOMATIC Gaming Colombia.

These solutions are designed to help operators attract more players, optimize profitability, and deliver unparalleled gaming experiences. At GAT Cartagena 2025, industry professionals will have the opportunity to experience firsthand how these innovations can transform their business and elevate their entertainment offerings. See you at GAT Expo at booth #A25!

gamblinginsider.com, 15.04.2025

Published 15 April, 2025

LAND-BASED CASINO INDUSTRY SLOTS

GLOBE LINK Xtension: NOVOMATIC unveils the next evolution in Linked Progressives at GAT Cartagena

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By Gambling Insider

















Once again, GAT Cartagena will be the epicenter of the gaming industry in Latin America. NOVOMATIC is unveiling cutting-edge solutions designed to push the boundaries of entertainment in gaming venues. From 28 to 30 April, the Hotel Las Américas will host the industry's key players. As a major sponsor, NOVOMATIC will present innovations that elevate player engagement, optimize operational performance and drive profitability.

Leading the lineup is GLOBE LINK Xtension Volume 2, NOVOMATIC's latest Linked Progressive series, engineered to intensify excitement with every spin. Making its grand debut is the RUBY PACKAGE, a premium combination of GLOBE LINK Xtension Volume 2 and the BLACK EDITION II 1.49J cabinet. This powerful duo enhances gameplay with striking aesthetics and innovative features like Golden Spins, Expanding Reels and the Xpress Feature, delivering instant immersion. The package includes five captivating titles designed to maximise engagement: Golden Chicago XL, Savanna Heat, Sugar Bliss, Thunder Reign and Tiki Crush, each offering a unique narrative and gameplay that takes the thrill to the next level.

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Attendees will also get an exclusive preview of other proven Linked Progressives, such as SUPERIA GOLDEN LINK Volume 2, available in the BLACK EDITION II 3.32 and NOVOLINE GOLDEN LINK Edition 2, featured in the MASTER SL 3.32 cabinet. In the multi-game segment, NOVOMATIC will showcase the acclaimed NOVOLINE Interactive Edition X4 and Impera Line HD 9, integrated into the versatile PANTHER 2.27 cabinets, reaffirming the company's innovation and premium entertainment leadership.

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Intergameonline.com, 15.04.2025

Novomatic confirms gaming cabinet line-up for Gat Expo Cartagena

April 15, 2025 by Jonny Whitfield









The headline showcase from Novomatic at Gat Expo Cartagena will be its latest Linked Progressive series, Globe Link Xtension Volume 2.



The Ruby Package, a combination of Globe Link Xtension Volume 2 and the Black Edition II 1.49J cabinet, will make its debut at the gaming industry event in Colombia, held between April 28-30.

The Ruby Package offers Golden Spins, Expanding Reels and the Xpress Feature, as well as five titles including Savanna Heat, Sugar Bliss and Tiki Crush.

The Obsidian Package pairs the

Impera Link Series 2 jackpot with the Black Edition II 3.27 cabinet for operators.

Attendees will also get a preview of other proven Linked Progressives, such as Superia Golden Link Volume 2, available in the Black Edition II 3.32, and Novoline Golden Link Edition 2, featured in the Master SL 3.32 cabinet.

In the multi-game segment, Novomatic will showcase the Novoline Interactive Edition X4 and Impera Line HD 9, integrated into the Panther 2.27 cabinets.

"Novomatic's Linked Progressive jackpots have proven their success in Latin America's most prestigious gaming venues, becoming a benchmark for performance among our customers. Now, we are expanding this successful category with Globe Link Xtension Volume 2, featuring the Black Edition II 1.49J cabinet in the exclusive Ruby Package," said Manuel del Sol, managing director of Novomatic Gaming.

"With this innovative offering, we are taking the player experience to new heights while providing operators with high-performance tools to maximize their results."

Isa-guide.de, 15.04.2025

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(Photo: Novomatic AG)

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(Photo: Novomatic AG)

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COMPLIANCE UPDATES

NOVOMATIC Awarded One of the First Gaming Related Vendor Licenses in the UAE



Published 1 day ago on April 14, 2025 By **Niji Narayan**



Reading Time: < 1 minute

The GCGRA has granted NOVOMATIC a Gaming Related Vendor License – Tier 1, enabling the company to expand its presence with a comprehensive portfolio of state-of-the-art land-based gaming solutions. Recognized for its technological excellence and commitment to regulatory compliance, NOVOMATIC aims to establish itself as a reliable partner for licensed operators in the UAE.

Stefan Krenn, Member of the Executive Board of NOVOMATIC AG Group, said: "Receiving this license as one of the first gaming technology groups worldwide is a significant milestone for NOVOMATIC. This honor reflects our unwavering commitment to offer the most

innovative products fulfilling the highest standards of responsible gaming. As we enter this exciting opportunity in the United Arab Emirates market, we successfully continue our international expansion strategy."

"As a leading global player in the gaming industry, NOVOMATIC is excited to bring its cuttingedge product portfolio to this dynamic and rapidly growing market. Our latest gaming solutions are designed to deliver exceptional performance to land-based gaming facilities across the United Arab Emirates, ensuring that international players can enjoy their preferred games with the same high standards and quality they expect from other jurisdictions worldwide" said Thomas Schmalzer, VP Global Sales and Product Management of NOVOMATIC AG.

Established in September 2023, the GCGRA serves as the UAE's federal executive agency responsible for regulating and overseeing commercial gaming within the UAE, crafting and implementing a comprehensive regulatory framework and guidelines to ensure integrity, transparency,

and responsible business practices across the industry. NOVOMATIC's licensing approval under this robust framework emphasizes its proactive approach to compliance and its vision for establishing long-term partnerships built on trust and excellence.

Pokerfirma, com, 13.04.2025

NOVOMATIC ERHÄLT EINE VON DREI CASINO-LIZENZEN IN DEN EMIRATEN

Novomatic ist eines von gerade einmal drei Unternehmen, die eine Casino-Lizenz in den Vereinigten Arabischen Emiraten (VAE) erhalten. Die Lizenz gilt konkret für ein neues Casino-Resort. Das Wynn Al Marjan Island soll ein landbasiertes Casino-Hotel im Spiel von Las Vegas und Macau werden. Für Novomatic ist die neue Glücksspiel-Lizenz ein großer Erfolg in einer der reichsten Regionen der Welt.

Novomatic erhält Glücksspiel-Lizenz der VAE

In den Vereinigten Arabischen Emirate entsteht aktuell eine Glücksspielindustrie, in deren Zentrum das Wynn Al Marjan Island steht. Der amerikanische Glücksspielanbieter Wynn Resorts entwickelt und baut das Casino-Hotel in Ras Al Khaimah. Schon 2027 soll die Eröffnung gefeiert werden. Bereits jetzt laufen die Planungen für die künftigen Spielangebote.

Novomatic ist einer der größten europäischen Anbieter von landbasierten Casino-Lösungen. Mit der neuen Glücksspiel-Lizenz (Gaming Related Vendor License – Tier 1), die von der Glücksspielbehörde der VAE, der General Commercial Gaming Regulatory Authority (GCGRA), ausgestellt wurde, ist Novomatic in einer exzellenten Position, um einen der spannendsten arabischen Märkte zu erobern.

Novomatic wird in erster Linie Spielautomaten liefern, sodass demnächst vielleicht in den Vereinigten Arabischen Emiraten auch Klassiker wie Book of Ra Deluxe oder Sizzling Hot Deluxe verfügbar sind. Glücksspiele sind überall auf der Welt beliebt, aber es muss sich zeigen, ob die Novomatic-Slots in den Vereinigten Arabischen Emiraten genauso populär werden wie in Europa.

Es kann aber auch gut sein, dass Novomatic spezielle Spiele für den arabischen Markt entwickeln wird. Das würde sich durchaus anbieten, denn wenn das neue Casino-Hotel zu einem Erfolg wird, wird es wahrscheinlich in den VAE und anderen arabischen Ländern mehr Casinos geben. Der arabische Glücksspielmarkt ist bislang unterentwickelt, gemessen an den finanziellen Möglichkeiten in der Region.



Strenge Glücksspielregulierung in VAE soll hohes Niveau garantieren

Die Auflagen der neuen Glücksspielbehörde GCGRA zur Lizenzvergabe in den Vereinigten Arabischen Emiraten sind streng. Die Unternehmen, die sich bewerben, müssen nicht nur über entsprechende Erfahrung in der Branche verfügen, sondern auch die finanziellen Mittel für die Nutzung der Lizenz nachweisen.

Für einen Milliardenkonzern wie Novomatic war die Lizenzvergabe wahrscheinlich keine große Herausforderung. Aber gerade auf neuen Märkten gibt es immer Unwägbarkeiten, speziell in einem Land wie den Vereinigten Arabischen Emiraten. Am Ende geht es auch um Politik und Reputation. Offenbar konnte Novomatic alles bieten, was die GCGRA sehen wollte.

Novomatic will von wachsendem Markt profitieren

Schon seit Jahren ist das internationale Geschäft für Novomatic wesentlich interessanter als der heimische Markt. Deswegen ist es nur folgerichtig, dass der österreichische Konzern als Global Player auch im spannenden arabischen Markt aktiv ist. Viele arabische Länder investieren in eine Zukunft, die nicht mehr ausschließlich vom Erdöl geprägt sein wird.

Ein spannendes Detail ist, dass es auch eine Chance gibt, in den Vereinigten Arabischen Emiraten demnächst eventuell Online-Casinos anzubieten. Das erste Unternehmen mit einer Glücksspiellizenz in den VAE, Aristocrat, hat eine Lizenz bekommen, in der auch Online-Glücksspiele enthalten sind. Allerdings gibt es den Vorbehalt, dass Online-Glücksspiele derzeit rechtlich in den VAE nicht zulässig sind.

Aber Gesetze kann man ändern, insbesondere wenn dadurch lukrative Geschäfte ermöglicht werden. Sollte es so weit kommen, wäre es ein logischer Schritt für Novomatic, auch eine **Lizenz für Online-Glücksspiele** zu beantragen. Einstweilen bereitet man sich aber darauf vor, rechtzeitig zur Eröffnung des neuen Casino-Hotels in den Vereinigten Arabischen Emiraten startklar zu sein.