

## Pressespiegel 2025

Berichterstattung  
NOVOMATIC

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## **Austrian gaming giant to acquire Ainsworth in \$336m deal**

Gaming giant Novomatic will acquire all of the remaining shares in pokie machine maker Ainsworth Game Technology in a \$336m deal that expands the Austrian company's Asian Pacific presence.

Novomatic will buy the outstanding 47.1 per cent of shares in Ainsworth it does not already own for \$1 per share — representing a 35 per cent premium to Ainsworth's last closing price of 74c on April 24. Shares in small-cap Ainsworth are up 34.5 per cent to 99.5c at 1.15pm AEST.

Ainsworth chairman Daniel Gladstone said an independent board committee had evaluated the deal against the company's medium-and long-term growth prospects and alternative opportunities.

"It has unanimously formed the view that the proposal represents attractive and certain value for Ainsworth minority shareholders," said Mr Gladstone.

The buyout comes as Ainsworth's profit declined 44 per cent in 2024 to \$23.2m, affected by challenging economic conditions prevailing in Latin America, increased level of investment and rising cost pressures.

Novomatic, one of the largest producers and operators of gaming technologies in the world, has more than 221,000 gaming and video lottery terminals through either a rental model or in its more than 2100 gaming operations in over 50 countries. These include casinos, slot arcades, sports betting outlets and bingo facilities.

It develops more than 200 new game variations and designs every year and currently holds over 5000 intellectual rights across the globe.

Novomatic holds an existing stake of 52.9 per cent in Ainsworth, which it purchased in 2016 from founder Len Ainsworth.

The transaction, which is subject to Ainsworth shareholder approval, is expected to be completed in the second half of 2025. Foreign Investment Review Board (FIRB) approval has already been received.

Novomatic executive board member Stefan Krenn said the acquisition was consistent with the company's international growth strategy and the expansion of its presence across the Asia-Pacific and the US region.

"As a long-term shareholder, we are familiar with the business and believe that integrating Ainsworth into our operations is in the best interest of this strategy," said Mr Krenn.

"We look forward to welcoming the highly qualified and experienced Ainsworth employees into the Novomatic family to become part of our international growth and success."

Sydney-based Ainsworth has operations worldwide, including in North and South America.

Ainsworth announced last year it would develop and release new products to drive additional revenue and profitability after the ASX-listed group suffered from increased competition in Australia.

The company is investing more in research and development for the expansion of its recently created studio in Monterrey in Mexico and established development studios in Sydney, Las Vegas, Austin and Reno. It comes after Ainsworth secured new business with Caesars, Stations Casinos and Wynn.

Ainsworth chief executive Harald Neumann said the company had sustained profitability and a strong balance sheet that had allowed the necessary investment in R&D.

"This strategy has culminated in the release of leading-edge hardware and the establishment of new game development studios that are expected to provide continuous improvements in game performance of our products across all global markets," said Mr Neumann.

"We are now starting to see the initial positive signs from these investments through the recent products released, receiving positive feedback in the market and an increasing interest in our latest range of gaming products."

ggrasia.com, 28.04.2025

# Ainsworth controlling shareholder Novomatic proposes acquiring 47pct balance of Australian firm's stock



Austrian gaming equipment supplier Novomatic AG has plans to acquire the remainder of the share capital it does not yet control in Australia-listed slot machine maker Ainsworth Game Technology Ltd.

Novomatic currently has an interest in 52.9 percent in Ainsworth's shares on issue.

According to a Monday filing by Ainsworth, the two firms have entered into a scheme implementation deed where Novomatic will acquire the 47.1 percent of Ainsworth's share capital it does not currently own, by way of a scheme of arrangement.

Under the deal, Ainsworth shareholders are to receive cash consideration of AUD1.00 (US\$0.64) per Ainsworth share once the scheme is implemented.



The cash consideration represents a premium of approximately 35 percent to Ainsworth stock's closing price on Thursday, the trading day prior to the deal announcement, according to the firm's filing. Friday was a public holiday on Australia.

The cash consideration implies an enterprise value of AUD336.5 million for Ainsworth, the filing added.

The scheme is subject to limited customary conditions, including approval by Ainsworth shareholders.

An independent board committee established by Ainsworth to review Novomatic's proposal "unanimously recommends Ainsworth shareholders vote in favour of the scheme," said the Australian firm in its Monday filing.

Novomatic's offer has been declared "best and final and will not be increased, although Ainsworth is permitted to pay a dividend, which will be deducted from the cash consideration," it added.

The filing quoted Ainsworth's chairman, Daniel Gladstone, as saying that "the proposal put forward by Novomatic... already the majority shareholder of Ainsworth, represents a significant premium to long-term trading value and is compelling for Ainsworth minority shareholders."

Ainsworth is being advised on the deal by Macquarie Capital as exclusive financial adviser and Clayton Utz as legal advisers.

Ainsworth reported a net profit of **just over AUD30.3 million** for the calendar year 2024. That compared with a net loss of AUD6.5 million the year before.

Ainsworth's 2024 Asia-Pacific segment – which it defines as "Australia, New Zealand and Asia" – had a weaker performance than the previous year "as competitive market conditions continued," the firm said in its results materials. Revenue for the segment was AUD42.7 million, a decrease from AUD48.8 million in full-year 2023.

sharecafe.com.au, 28.04.2025

## Novomatic Bids \$336.8M for Ainsworth Game Technology



**Majority shareholder seeks to acquire remaining shares at a 35% premium.**

Ainsworth Game Technology's board has recommended shareholders accept a \$336.8 million takeover proposal from Novomatic, its majority shareholder. Novomatic, which currently holds 52.9% equity in Ainsworth, aims to acquire the remaining 47.1% of shares at \$1 per share. This offer represents a 35% premium to Ainsworth's last closing price and a 28% premium to the six-month volume-weighted average price as of April 24.

The all-cash agreement values Ainsworth at approximately seven times its FY24 EBITDA of \$48.2 million. The deal is subject to shareholder approval, with certain shareholders potentially receiving fully-franked dividends declared at the discretion of the Ainsworth board prior to the acquisition. Ainsworth's chair, Daniel Gladstone, emphasized that the Novomatic proposal offers a significant premium and attractive value for minority shareholders. The Australian Foreign Investment Review Board has already approved the takeover, which Novomatic plans to fund through existing cash reserves and third-party debt financing.

fool.com.au, 28.04.2025

# Guess which ASX All Ords stock is rocketing 34% on takeover deal

This stock looks set to leave the ASX boards in the near future after accepting a takeover deal.



**Ainsworth Game Technology Ltd (ASX: AGI)** shares are having a very strong start to the week.

In morning trade, the ASX All Ords stock is up a sizeable 34% to 99 cents.

This compares to a 0.95% gain by the ASX 200 index at the time of writing.

Investors have been fighting to get hold of the gaming technology company's shares after it [received and accepted a takeover offer](#).

## ASX All Ords stock jumps on takeover deal

This morning, Ainsworth Game Technology revealed that it has entered into a scheme implementation deed (SID) with Novomatic AG. This will see the latter acquire all the outstanding shares in the ASX All Ords stock that it does not currently have an interest in.

Novomatic currently has a relevant interest in 52.9% of the Ainsworth Game Technology shares on issue.



According to the release, if the scheme is implemented, shareholders will receive \$1.00 cash per share, less any permitted dividends declared and paid before closing.

This implies an equity value of \$336.8 million and enterprise value of \$336.5 million for the ASX All Ords stock, representing a multiple of ~7x enterprise value/FY 2024 EBITDA.

It also represents a 35% premium to the where the company's shares ended last week.

Commenting on the deal, the company's chair, Daniel Gladstone, said:



The proposal put forward by Novomatic, who is already the majority shareholder of AGI, represents a significant premium to long term trading value and is compelling for AGI minority shareholders. The IBC [Independent Board Committee] have carefully evaluated the proposed Scheme Consideration against the company's medium-and long-term growth prospects and alternative opportunities, and has unanimously formed the view that the proposal represents attractive and certain value for AGI minority shareholders.

## What's next?

The deal is not done yet. It remains subject to a number of conditions. This includes relevant approvals from ASIC and ASX, approval by the requisite majorities of AGI shareholders, approval by the Federal Court of Australia, and an independent expert concluding that the scheme is in the best interests of shareholders.

The ASX All Ords stock advised that Novomatic has already received approval from the Australian Foreign Investment Review Board in respect of the scheme. Novomatic has also advised that it expects to fund the scheme consideration through a combination of existing cash reserves and third-party debt financing and requires no due diligence to complete the acquisition.



## Should you invest \$1,000 in Ainsworth Game Technology Limited right now?

Before you buy Ainsworth Game Technology Limited shares, consider this:

Motley Fool investing expert Scott Phillips just revealed what he believes are the **5 best stocks** for investors to buy right now... and Ainsworth Game Technology Limited wasn't one of them.

The online investing service he's run for over a decade, Motley Fool Share Advisor, has provided thousands of paying members with stock picks that have doubled, tripled or even more.\*

And right now, Scott thinks there are 5 stocks that may be better buys...

tipranks.com, 28.04.2025

# **Ainsworth Game Technology to be Fully Acquired by Novomatic**

Ainsworth Game Technology Limited has entered into a Scheme Implementation Deed with its majority shareholder, Novomatic, to acquire the remaining 47.1% of Ainsworth's share capital that Novomatic does not already own. This acquisition, valued at approximately A\$336.8 million, offers a 35% premium on Ainsworth's last closing price and is expected to provide attractive value to minority shareholders. The scheme is subject to customary conditions, including shareholder and court approvals, and is backed by Ainsworth's Independent Board Committee, which recommends the scheme in the absence of a superior proposal.

## **More about Ainsworth Game Technology Limited**

Ainsworth Game Technology Limited operates in the gaming industry, focusing on the design, development, and manufacturing of gaming machines and related equipment. The company is known for its innovative gaming solutions and has a significant presence in various international markets.

smallcaps.com.au, 28.04.2025

## Ainsworth Game Technology board backs takeover proposal from majority shareholder Novomatic



The board of **Ainsworth Game Technology (ASX: AGI)** has recommended shareholders accept a \$336.8 million unsolicited takeover proposal from majority shareholder Novomatic.

Novomatic currently holds 52.9% equity in Ainsworth and the takeover would see it acquire the remaining 47.1% of shares on issue.

Under the all-cash agreement, Novomatic will pay Ainsworth shareholders a consideration of \$1 per Ainsworth share, representing a premium of 35% to Ainsworth's last closing price and 28% to the six-month volume-weighted average price to 24 April.

### **Equity value**

The consideration implies an equity value for Ainsworth of \$336.8m and an enterprise value of \$336.5m.

This is an approximately sevenfold multiple of the company's \$48.2m EBITDA for financial year 2024.

Certain shareholders may realise additional value through the payment of one or more fully-franked dividends, which may be declared and paid at the discretion of the Ainsworth board of directors prior to the acquisition.

## **Gaming technologies**

Established in 1980, Novomatic is one of the world's largest producers of gaming technologies, managing more than 221,000 gaming and video lottery terminals through a rental model or through more than 2,100 casinos, slot arcades, bingo facilities and sports betting outlets in over 50 countries.

The company's integrated product offering has an emphasis on research and development and it currently has over 31 technology centres in 18 countries.

Novomatic develops more than 200 new game variations and designs every year and currently holds over 5,000 intellectual property rights across the globe.

## **Board recommendation**

Ainsworth chair Daniel Gladstone said the board had recommended shareholders vote in favour of the Novomatic takeover in the absence of a superior proposal.

"The proposal put forward by Novomatic represents a significant premium to our long-term trading value and is compelling for our minority shareholders," he said.

"Our independent board committee has carefully evaluated the offer against our medium- and long-term growth prospects and alternative opportunities and has unanimously formed the view that the offer represents attractive and certain value for our minority shareholders."

## **Regulatory approval**

The Australian Foreign Investment Review Board has already given its approval to Novomatic's proposed takeover.

The company will fund the deal through a combination of existing cash reserves and third-party debt financing.

The Ainsworth board has advised shareholders to take no action at this point in time.



# Ainsworth shares surge on Novomatic takeover bid

## Novomatic agrees buyout of pokies maker Ainsworth Game Technology

**The news:** Gaming technologies producer Novomatic has agreed to buy the remaining 47.1% stake in ASX-listed poker machine manufacturer Ainsworth in a deal that values the company at \$337 million.

**The numbers:** Austria-based Novomatic — which currently holds a 52.9% interest in Ainsworth — will pay \$1 per Ainsworth share, representing a 35% premium to the company's last closing price of 74 cents.

**The context:** Ainsworth's independent board committee (IBC) has unanimously recommended that the company's shareholders vote in favour of the scheme of arrangement, which is subject to customary conditions.

Novomatic has said its offer is "best and final and will not be increased", although Ainsworth is permitted to pay a dividend which will be deducted from the cash consideration.

**What they said:** "The proposal put forward by Novomatic, who is already the majority shareholder of [Ainsworth], represents a significant premium to long term trading value and is compelling for [Ainsworth] minority shareholders," said Ainsworth chairman Daniel Gladstone.

"The IBC have carefully evaluated the proposed scheme consideration against the company's medium- and long-term growth prospects and alternative opportunities, and has unanimously formed the view that the proposal represents attractive and certain value for [Ainsworth] minority shareholders."

**More news:** Ainsworth shares rocketed after gaming technologies producer Novomatic agreed to buy the remaining 47.1% stake the poker machine manufacturer.

Ainsworth shares were up 32.4% to 98 cents at 1pm AEST, taking it close to Novomatic's \$1-per-share valuation.

# KSA Extends Novomatic's Gaming Vendor Licence Through 2035

The Kansspelautoriteit (KSA), the Netherlands' gambling regulator, has officially extended Novomatic Services NL B.V.'s gaming vendor licence by ten years, a development that secures the Austrian company's continued presence in the Dutch land-based gambling sector until at least 2035. This decision, announced on April 24, 2025, signals not only regulatory approval but also increased confidence in Novomatic's operational integrity.



## Special Conditions Lifted as KSA Renews Confidence

A key aspect of this licence extension is the removal of previously imposed special conditions. Unlike earlier terms, the updated licence now includes only **the standard industry requirements**. This change reflects the KSA's renewed trust in Novomatic's internal processes, professionalism, and commitment to compliance. As highlighted by Novomatic in its announcement, "de voorheen geldende bijzondere voorwaarden zijn komen te vervallen. Deze ontwikkeling weerspiegelt het vertrouwen van de toezichthouder in de professionaliteit en betrouwbaarheid van de processen binnen NOVOMATIC."

The successful licence renewal was made possible through the coordinated efforts of multiple departments. Led by Sabine Stoppel, **Novomatic's Dutch legal and compliance teams** worked closely with the company's headquarters and legal advisor Lars Westhoff to finalize the application and secure approval. Their collaborative work ensured that **all regulatory expectations were met**, paving the way for the ten-year extension.

## Reinforced Position in the Dutch Gaming Market

With this extension, **Novomatic** will continue supplying gaming machines to casino venues and hospitality locations throughout the Netherlands. The renewed licence strengthens Novomatic's role as a core supplier in the country's land-based gaming industry and ensures its slot machines remain a staple across Dutch gaming floors.

This regulatory endorsement also underscores Novomatic's ability to navigate **the Netherlands' strict compliance landscape**. The KSA is recognized for its robust oversight of gambling activities, and gaining a long-term licence reaffirms Novomatic's reputation as a reliable partner for regulators.

**Dr. Alexander Legat**, who was appointed as CEO of Novomatic's Dutch division in September 2024, will now lead the company into this next decade of regulated operations. His leadership marks a strategic phase for Novomatic in the Netherlands, focusing on operational growth and compliance continuity.

## Broader Restructuring and International Expansion

The licence extension in the Netherlands comes as part of wider structural and strategic shifts within Novomatic's global operations. In January 2025, the company finalized the sale of its [Admiral Group in Austria to Tipico](#), an established name in the online gambling market. As part of the acquisition, Tipico took over 100% ownership of Novomatic subsidiary Atlas Group GmbH. This divestiture reshaped Novomatic's corporate landscape, positioning Tipico as a stronger player while allowing Novomatic to focus on other areas.

In addition, April 2025 marked [Novomatic's entry](#) into the United Arab Emirates (UAE) gaming market. By becoming **the third company after Wynn Resorts and Aristocrat to secure a gaming vendor licence in the UAE**, Novomatic continues to expand its global reach. This move aligns with its strategy to establish a presence in emerging and high-potential gaming jurisdictions, especially in regions where the entertainment sector is rapidly evolving.

## Regulatory Contrast: Starscream Case Highlights KSA's Strict Oversight

While Novomatic secured a long-term future in the Netherlands, other operators continue to face challenges. This same week, the KSA issued a penalty payment order to online casino operator Starscream for operating without regulatory approval. The order mandated an immediate cessation of all unlicensed activity, reinforcing the KSA's ongoing efforts to maintain a strictly controlled market environment.

The enforcement against Starscream serves as a clear reminder of the high compliance standards required to operate in the Dutch gambling market. It highlights the significance of Novomatic's achievement, showing that full regulatory cooperation remains essential for long-term success.

## Novomatic's Outlook: A Decade of Stability and Opportunity

The KSA's ten-year licence extension positions Novomatic to maintain and grow its influence in [the Netherlands' land-based gaming space](#). With updated licence terms that omit restrictive conditions, a new CEO in place, and fresh momentum from international expansion, the company enters its next chapter on solid footing.

As regulatory frameworks evolve and new markets emerge, Novomatic's ability to align with local compliance requirements while executing global strategy will continue to be key. Whether through developments in the Netherlands or ventures into the UAE, the company appears poised to build on its already substantial legacy.



intergameonline.com, 25.04.2025

## Novomatic Spain selects JCM's Vega Pro bill acceptor

April 25, 2025

by Richard Hollis



Subscribe

The Vega Pro bill acceptor from JCM Global is to be integrated into the new generation of arcade slot machines by Novomatic Spain.



"We appreciate the quick integration of the Vega Pro bill acceptor, as well as its high security and reliability in our new Novomatic slots designed for the arcade market. Our customers highly value the superior quality of the product," said Xavier Botella, director - production plant terrassa (Barcelona) at Novomatic Spain.

Jaime Bonet Torrendell, sales manager for Spain, added: "It is an honour for us that Novomatic Spain has chosen our Vega Pro for its latest slot model. We deeply appreciate the strong cooperation between our companies in advancing payment technology for the Spanish arcade sector."

ggrasia.com, 25.04.2025

## Novomatic to highlight Black Edition II, Diamond cabinets



Austria-based gaming equipment maker Novomatic AG says it will be presenting an array of slot cabinets, multi-games and progressive links, and electronic table games (ETGs) at the Global Gaming Expo (G2E) Asia 2025 casino trade show, taking place in Macau in May.

Kenan Bajram, deputy director for global sales at Novomatic, said in prepared remarks that G2E Asia was "a key platform" for the company to demonstrate its "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," Mr Bajram stated.

G2E Asia's exhibition and conference will be hosted at the Venetian Macao from May 7 to May 9 inclusive.

Novomatic said in a press release that it would be displaying the Diamond X cabinet series at the event, "with significant upgrades to its sophisticated design and powerful performance".

The series includes the "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 Diamond X 2.32/3.32, equipped with Gaminator X5, will also be showcased.

The company will also be presenting "two versions" of its "Black Edition II" slot cabinets (pictured).

The Black Edition II XL 2.32/3.32 will present "Impera Link Series 2", while the Black Edition II 1.49J will feature the "Impera PROLINK" and the "Rising Treasures" titles.

Black Edition II 3.27 is a multi-screen format, equipped with two full high-definition liquid crystal display screens in 27-inch and 32-inch diameter, and an equally-dimensioned topper. Black Edition II 1.49J features a 49-inch J-curve monitor for the group's upright games and progressive titles.

Other products on display in Macau will be the "Novo Unity Pro", describe as an ETG "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," said Novomatic.

The gaming supplier also said it would display the group's "Novovision" casino management system at G2E Asia 2025.

Novomatic – traditionally strong in Europe and the Americas – has been working to increase the presence of its casino gaming machine products in Asia-Pacific markets. Novomatic controls a 52-percent stake in Australian slot machine maker Ainsworth Game Technology Ltd.

Novomatic announced earlier this month a [distribution partnership](#) with Singapore-based Harvest Gaming. Under the agreement, Harvest Gaming will distribute Novomatic's land-based gaming products in Singapore, Malaysia, and Vietnam.



## Niederlande: Novomatic sichert sich Lizenzverlängerung



Novomatic bekommt von der niederländischen Glücksspielbehörde eine erneute Erlaubnis. Diese gilt für 10 weitere Jahre. (Bildquelle: Novomatic)

Freude bei den Spielern in den Niederlanden: Novomatic erhält eine Lizenzverlängerung der Glücksspielbehörde Kansspelautoriteit (KSA). Die Glücksspiellizenz des Gaming-Giganten wurde um weitere zehn Jahre verlängert. Ein bedeutender Schritt für den langjährigen Anbieter landbasierter Glücksspielprodukte. Die regulatorische Entscheidung ermöglicht es Novomatic seine Spielautomaten auch in den kommenden zehn Jahren in den Niederlanden zu vertreiben. Damit bleibt das Unternehmen ein fester Bestandteil der niederländischen Glücksspielszene. Möglich wurde diese Verlängerung laut Medienberichten jedoch erst, nachdem Sonderbedingungen aufgehoben wurden, die einer Genehmigung noch im Wege standen.

### Niederlande: Novomatic und seine Verankerung in Europa

Die aktuelle Novomatic Entwicklung reiht sich in eine Reihe bedeutender Neuigkeiten beim Spielentwickler. Im September des vergangenen Jahres wurde Dr. Alexander Legat zum neuen CEO für die Niederlande. Ein Zeichen für eine baldige strategische Fokussierung auf diesen Glücksspielmarkt. Diese Fokussierung auf den niederländischen Markt ist nachvollziehbar. Immerhin verzeichnet das Glücksspielangebot eine dynamische Entwicklung, besonders seit der Legalisierung im Oktober 2021. Laut aktuellen Angaben der KSA lag der Gesamtumsatz des einheimischen Glücksspielmarktes 2024 bei 1,47 Milliarden Euro. Allein der Online Sektor macht bis zu 50 % davon aus. Mit der Lizenzverlängerung kann Novomatic das steigende Interesse der Spielerinnen und Spieler vor Ort für sich nutzen, um seine Marktpräsenz weiter zu stärken.

Zusätzlich übernahm Anfang 2025 der deutsche Sportwettenanbieter Tipico die Admiral Group in Österreich, eine 100-Prozentige Tochterfirma der Novomatic. Auch für uns als Nachbarland der Niederlande spielt Novomatic in der Glücksspielszene eine entscheidende Rolle. Als führender Anbieter für Glücksspielprodukte ist das Unternehmen über die Tochtergesellschaft Löwen Entertainment mit einem dichten Netz aus Spielstätten und Online Casinos im Land vertreten.

Nicht zu vergessen, die zahlreichen [Novoline Slot-Titel](#), die von der Tochterfirma Greentube entwickelt werden. Novoline gehört zu den bekanntesten Spielserien von Novoline und steht für echte Slot-Klassiker wie Book of Ra oder Sizzling Hot.



Die KSA ist ähnlich, wie die GGL daran interessiert, den Glücksspielmarkt so sicher wie möglich zu gestalten. Dafür lizenziert die Behörde nicht nur Gaming-Unternehmen, sondern verhängt auch Strafzahlungen beim Missachten der Regelungen. Diese Erfahrung musste kürzlich der Anbieter Starscream machen. (Bildquelle: **geralt** auf Pixabay)

### Internationale Expansion setzt sich fort

Die internationale Reichweite des österreichischen Unternehmens baut sich kontinuierlich weiter aus. Sowohl im geografischen Bereich als auch in Bezug auf die Produktvielfalt. Neben der Lizenzverlängerung in den Niederlanden ist es besonders bemerkenswert, dass Novomatic eines der ersten Unternehmen war, welches eine Lizenzierung in den Vereinigten Arabischen Emiraten (VAE) erhielt. Diese Entwicklung markiert nicht nur einen bedeutenden Meilenstein für Novomatic, sondern auch für den gesamten Glücksspielmarkt. Mit dem Eintritt in die VAE zeigt Novomatic, dass sich das Unternehmen frühzeitig den Zukunftsmärkten widmet, die bisher als „graue Zone“ galten und sich so langsam ausgewählten seriösen Glücksspielmodellen öffnen. Die Kombination aus der regulatorischen Expertise und dem etablierten Produktportfolio macht Novomatic zu einem starken Partner für neue Märkte.

Novomatic ist mittlerweile in mehr als 100 Ländern aktiv und bietet über 2.000 Spiele in seinem Portfolio. Die 40 Jahre Marktpräsenz haben dazu geführt, dass das Unternehmen ein bedeutender Partner für [Online Casinos](#) und Spielhallen geworden ist. Die Entscheidung der KSA bestätigt, dass der Anbieter vertrauenswürdig ist, wodurch der niederländische Markt zusätzlich gestärkt wird.



yogonet.com, 25.04.2025

HAVING MET ALL INDUSTRY CONDITIONS

## Dutch Gaming authority extends NOVOMATIC's gaming vendor license for 10 years



The **Netherlands Gaming Authority (KSA)** has **extended the license of NOVOMATIC Services NL B.V.** for the operation of gaming machines in both slot casinos and single-site locations for a period of **ten years**.

The extended permit is now provided with only the generally applicable industry conditions. The previously applicable special conditions have been cancelled. "This development reflects the regulator's confidence in the professionalism and reliability of the processes within NOVOMATIC," according to a press release.

"This milestone has been made possible by the efforts of the team led by **Sabine Stoppel**, in close collaboration with the Legal team at the head office and the Legal Compliance department. Special thanks go to our legal advisor, **Lars Westhoff**, for his valuable support throughout the process," the supplier noted.

**The renewal of the license "emphasizes NOVOMATIC's position as a reliable partner for international regulators.** It is an important step in further strengthening our future-oriented course," the company concluded.

**NOVOMATIC Netherlands operates 21 casinos in the country.** Under the Eurocoin Gaming brand, NOVOMATIC Netherlands is also present in the development and sale of gaming machines.

## **Löwen Entertainment startet neue Corporate-Responsibility-Plattform**

Löwen Entertainment will mit einer neuen Online-Plattform einen umfassenden Überblick über seine Corporate-Responsibility-Maßnahmen geben. Die Homepage ist unter [cr.loewen.de](https://cr.loewen.de) zu erreichen. Hier zeigt Löwen, wie das Unternehmen Verantwortung in den verschiedensten Bereichen definiert und wie sie wahrgenommen wird. Im Fokus stehen Entscheidungen, Maßnahmen und die Auswirkungen des unternehmerischen Handelns auf das Geschäft, die Umwelt und die Gesellschaft.



Eine neue Plattform für das gesellschaftliche Engagement des Unternehmens aus Bingen.

### **Fünf Handlungsfelder**

Auf der Plattform werden fünf Handlungsfelder vorgestellt. Ein Aspekt der unternehmerischen Verantwortung ist der Spieler- und Jugendschutz. Darüber hinaus beleuchtet die Plattform das Engagement von Löwen Entertainment im Bereich Compliance und für ein attraktives Arbeitsumfeld. Ebenfalls thematisiert werden die Bereiche Umwelt und Nachhaltigkeit sowie die Unterstützung sozialer und kultureller Projekte.

Auf der Online-Plattform soll fortlaufend über CR-Projekte berichtet werden.



igamingtoday.com, 24.04.2025

# Greentube and Betfair partner to boost Italian offering



**VIENNA, 24 April 2025** – Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has deepened its presence in the Italian iGaming market through a significant partnership with Betfair, a key brand within the Flutter Entertainment group. The launch, executed via Greentube's Capecod aggregation platform, brings a rich portfolio of top-performing titles to Betfair's in-house platform.

This collaboration marks a strategic expansion, delivering a blend of new and fan-favourite games to Italian players. The offering includes recent hits such as *Piggy Prizes™ Wand of Riches™*, *Charmin' Lady's Boom™*, and *Piggy Prizes™ Wish of Riches™*, all renowned for their engaging gameplay and feature-rich design.

Joining these are enduring classics like *Book of Ra™ Deluxe*, *Book of Ra™ Deluxe 10*, and *Lucky Lady's Charm™ Deluxe*, titles that have consistently proven popular with Italian audiences and are staples of Greentube's acclaimed content library.

By partnering with Betfair, Greentube gains access to one of the most recognised brands in global gaming, enhancing its reach and reinforcing its strategy to work with tier-one operators in regulated markets.

The integration is facilitated through Capecod, Greentube's dedicated aggregation platform in Italy, which streamlines content delivery for operators and eliminates the need for direct library integration.

**David Bolas**, Commercial Director at Greentube, expressed enthusiasm about the launch:

***“BY PARTNERING WITH BETFAIR, WE ARE NOT ONLY FURTHER EXPANDING OUR PRESENCE IN ITALY, BUT ALSO REINFORCING OUR COMMITMENT TO DELIVER A PREMIUM, INNOVATIVE GAMING EXPERIENCE TO A DYNAMIC AND GROWING MARKET.***

***THIS COLLABORATION WITH FLUTTER, A GLOBAL LEADER IN GAMING, IS A TESTAMENT TO OUR SHARED VISION FOR EXPANDING THIS PARTNERSHIP. WE ARE THRILLED TO OFFER BETFAIR PLAYERS THE OPPORTUNITY TO ENJOY OUR WORLD-CLASS CONTENT, AND WE LOOK FORWARD TO SEEING THIS PARTNERSHIP THRIVE.”***

The move underscores Greentube's dedication to delivering market-leading content across Europe and beyond, further cementing its role as a driving force in the digital gaming sector.

igamingfuture.com, 24.04.2025

## Betfair integriert Greentube-Titel zur Expansion in Italien



**G**reentube, die Digital-Gaming- und Entertainment-Sparte von NOVOMATIC, hat ihre Präsenz im italienischen iGaming-Markt durch eine Content-Partnerschaft mit Betfair, einer Marke von Flutter Entertainment, ausgebaut. Der Rollout erfolgt über die Capecod-Aggregationsplattform von Greentube, die den Vertrieb des Gaming-Portfolios an lokale Betreiber optimiert.

Diese Vereinbarung bringt eine Mischung aus neuen und etablierten Titeln auf die italienische Plattform von Betfair. Zu den jüngsten Neuzugängen gehören Piggy Prizes™, Wand of Riches™, Charmin' Lady's Boom™ und Piggy Prizes™ Wish of Riches™, die eine Reihe langjähriger Spielerfavoriten wie Book of Ra™ Deluxe, Book of Ra™ Deluxe 10 und Lucky Lady's Charm™ Deluxe ergänzen.

Diese Spiele haben sich in der Region bewährt, und ihre Integration spiegelt Betfairs Ziel wider, sein Angebot um Premium-Inhalte zu erweitern, die den lokalen Spielerpräferenzen entsprechen. Für Greentube stellt die Partnerschaft einen weiteren Schritt in seiner Strategie dar, durch die Zusammenarbeit mit führenden Betreibern in regulierten Märkten zu wachsen.

Die Nutzung der Capecod-Plattform ermöglicht Betreibern wie Betfair den Zugriff auf die Inhalte von Greentube über ein optimiertes Setup. Dadurch entfällt die Notwendigkeit einer direkten Integration und der zuverlässige Zugriff auf die Spielebibliothek ist gewährleistet. Mit der Einführung setzt Greentube seinen Fokus auf die Zusammenarbeit mit erstklassigen Partnern und die Bereitstellung ansprechender Spielerlebnisse, die auf regionale Zielgruppen innerhalb der breiteren iGaming-Landschaft zugeschnitten sind.

David Bolas, Commercial Director bei Greentube, sagte: „Durch die Partnerschaft mit Betfair bauen wir nicht nur unsere Präsenz in Italien weiter aus, sondern bekräftigen auch unser Engagement, einem dynamischen und wachsenden Markt ein erstklassiges, innovatives Spielerlebnis zu bieten.“

Die Zusammenarbeit mit Flutter, einem weltweit führenden Anbieter im Gaming-Bereich, unterstreicht unsere gemeinsame Vision für den Ausbau dieser Partnerschaft. Wir freuen uns, Betfair-Spielern die Möglichkeit zu bieten, unsere erstklassigen Inhalte zu genießen, und freuen uns auf den Erfolg dieser Partnerschaft.



focusgn.com, 24.04.2025

## Greentube and Betfair partner to boost Italian offering



The content is being distributed via Capecod aggregation platform.

Press release.- **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division, expanded its presence in Italy after launching a wide selection of top-performing titles with **Betfair**, part of the Flutter Entertainment group, via its **Capecod aggregation platform**. The agreement brings new and classic fan-favourites to Betfair's in-house platform, providing more players nationwide with access to Greentube's premium content portfolio.



Among the titles are the **latest releases**, Piggy Prizes Wand of Riches, Charmin' Lady's Boom, and Piggy Prizes Wish of Riches, each offering rich features and immersive gameplay. These will be joined by beloved classics Book of Ra Deluxe, Book of Ra Deluxe 10, and Lucky Lady's Charm Deluxe, all known for their strong performance across the Italian market.

Recognised worldwide as one of the most prominent operators, the Flutter brand will provide an extensive player base for Greentube to supply its high-quality portfolio as it continues to strengthen its foothold across the region. The content is being distributed via Capecod, Greentube's aggregation platform in Italy, allowing seamless integration for operators without requiring direct access to Greentube's library.

The company stated that this collaboration with Betfair highlights Greentube's ongoing focus on working with tier-one partners worldwide, bringing world-class gaming experiences to local audiences.

**David Bolas**, commercial director at **Greentube**, said: "By partnering with Betfair, we are not only further expanding our presence in Italy but also reinforcing our commitment to deliver a premium, innovative gaming experience to a dynamic and growing market. This collaboration with Flutter, a global leader in gaming, is a testament to our shared vision for expanding this partnership. We are thrilled to offer Betfair players the opportunity to enjoy our world-class content, and we look forward to seeing this partnership thrive."

gamblinginsider.com, 24.04.2025

INDUSTRY PARTNERSHIPS IGAMING SLOTS

# Greentube partners with Betfair in Italian market expansion

New content launch to develop player offering in Italy.



## Key points:

- Greentube has launched a variety of slot titles with Betfair Italy via the Capecod aggregation platform
- The move expands Greentube's reach in the region and adds new content to Betfair's local offering

Greentube has extended its presence in the Italian online casino market through a new partnership with Betfair. A selection of Greentube titles is now available to Betfair's Italian players following integration via Capecod, Greentube's aggregation platform.

The agreement includes recently released games such as Piggy Prizes Wand of Riches, Charmin' Lady's Boom and Piggy Prizes Wish of Riches, alongside long-standing titles Book of Ra Deluxe, Book of Ra Deluxe 10 and Lucky Lady's Charm Deluxe. These games will now be accessible through Betfair's in-house platform.

Capecod's technology allows operators to access Greentube's content without direct system integration, streamlining the process of adding new games. The collaboration aligns with Greentube's strategy to work with operators in regulated markets.

**Good to know: Capecod is the company's content aggregation platform used specifically for the Italian market**

David Bolas, Greentube Commercial Director, stated: "By partnering with Betfair, we are not only further expanding our presence in Italy, but also reinforcing our commitment to deliver a premium, innovative gaming experience to a dynamic and growing market.

"This collaboration with Flutter, a global leader in gaming, is a testament to our shared vision for expanding this partnership. We are thrilled to offer Betfair players the opportunity to enjoy our world-class content and we look forward to seeing this partnership thrive."

This latest agreement with Betfair follows Greentube's continued expansion, including recent market entries in South Africa with Supabets and in the United States through a deal with Fanatics.

gamblinginsider.com, 24.04.2025

LAND-BASED CASINO LEGAL & REGULATORY INDUSTRY SLOTS

# KSA extends Novomatic's gaming vendor licence by 10 years

The supplier will be allowed to distribute its gaming machines throughout the nation for an additional decade.



## Key points:

- Holland's regulator KSA has extended Novomatic's gaming vendor licence by 10 years
- The supplier will now continue to roll out its land-based products in the nation for at least another decade

The Dutch regulator Kansspelautoriteit (KSA) has announced the decade-long extension of Novomatic's gaming vendor licence – allowing the supplier to provide gaming machines to slot casino locations for an additional 10 years.

Indeed, the cancellation of unspecified previously applicable special conditions that may have prohibited this extension have allowed for a new licence-based agreement to be reached between the pair. As such, the supplier's legal compliance department, in close collaboration with the wider legal team, have managed to obtain this long-term licence to continue the distribution of slot machines and related land-based products in the Netherlands.



This latest update comes following additional recent news from Novomatic's Dutch operations, with the supplier appointing a new Netherlands CEO in Dr Alexander Legat in September 2024. Further, additional related recent developments from the wider European market saw Tipico acquire Novomatic's Admiral Group in Austria in January, with the operator taking over a 100% stake in Atlas Group GmbH.

**Good to know: Novomatic also became the third company to enter the UAE market this month, following in the footsteps of Wynn and Aristocrat by receiving an official gaming vendor licence**

For the KSA, this news falls in the wake of the issuing of a weekly penalty payment order being issued to operator Starscream earlier this week, as the regulator ordered the online casino to cease all unregulated operations in the Dutch market.

Elsewhere, the regulator also reported a total gambling revenue of €1.47bn for 2024.

casinointernational-online.com, 23.04.2025

## **NOVOMATIC expands its global distribution network in Asia with Harvest Gaming**



**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.

## Supabets integriert Greentube-Inhalte in Südafrika



**S**upabets ist eine Partnerschaft mit Greentube, der Abteilung für digitales Gaming und Unterhaltung von NOVOMATIC, eingegangen, um ein Portfolio etablierter Slot-Titel auf den südafrikanischen iGaming-Markt zu bringen.

Die Vereinbarung folgt auf den kürzlich erfolgten Markteintritt von Greentube in Südafrika, der von NOVOMATIC Africa unterstützt wird. Der Betreiber wird künftig Spiele über die Mynt-Plattform des Anbieters bereitstellen. Greentube Mynt basiert auf einem Remote Gaming Server (RGS), der die Bereitstellung, Einbindung und Bindung von Inhalten für Betreiber optimiert.

Durch diese Partnerschaft haben Supabets-Spieler nun Zugriff auf die bekanntesten Titel von Novomatic, darunter Book of Ra™, Lucky Lady's Charm™ deluxe und Sizzling Hot™ deluxe. Diese Spiele sind Teil einer umfassenden Initiative von Greentube, seine Präsenz in wichtigen regulierten Gebieten auszubauen.



Supabets ist eine der führenden südafrikanischen Wett- und Glücksspielmarken und bietet über 1.300 Sportmärkte, Live-Casino-Inhalte und Slots von globalen Anbietern. Die Integration der Inhalte von Greentube stellt einen strategischen Schritt zur Erweiterung des Casino-Angebots dar und unterstreicht Greentubes Engagement, seine Präsenz auf den afrikanischen iGaming-Märkten zu stärken.

Markus Antl, Director of Global Sales und Key Account Management bei Greentube, sagte: „Wir freuen uns, durch die neue Partnerschaft mit Supabets unser Profil in Südafrika zu stärken. Diese Vereinbarung unterstreicht die starke Nachfrage nach Novomatic-Inhalten in der Region. Wir freuen uns darauf, dass Spieler unsere großartige Mischung aus bewährten landbasierten Titeln und bekannten Greentube-Spielen genießen und eine langfristige und erfolgreiche Zusammenarbeit mit Supabets aufbauen können.“

Bavu Mpama, Produktleiter bei Supabets, ergänzte: „Die Inhalte von Greentube erfreuen sich bei Spielern weltweit großer Beliebtheit, und wir freuen uns sehr, ihre Spiele nun auch unseren Kunden in Südafrika anbieten zu können. Die Aufnahme ihrer renommierten Titel steht im Einklang mit unserem Anspruch, ein erstklassiges Spielerlebnis zu bieten. Wir erwarten eine fantastische Resonanz unserer Spieler und freuen uns auf die Möglichkeiten, die diese Partnerschaft mit sich bringt.“

gamblinginsider.com, 23.04.2025

INDUSTRY PARTNERSHIPS IGAMING SLOTS

# Greentube enters South African market with Supabets deal

New partnership marks development of Greentube's presence in Africa.



## Key points:

- Greentube has partnered with Supabets to make its games available in South Africa
- The launch uses the Greentube Mynt platform, which focuses on content delivery and player engagement
- Greentube spoke exclusively on the *Huddle* about the upcoming launch earlier this year

Greentube has expanded into the South African market through a new partnership with Supabets. The partnership enables Supabets to offer games from both Greentube and Novomatic to players across South Africa.

The Greentube Mynt platform includes a Remote Gaming Server, permitting content distribution and player engagement. A number of titles, such as Book of Ra, Lucky Lady's Charm deluxe and Sizzling Hot deluxe, are now available to Supabets users through this integration.

Markus Antl, Greentube Director of Global Sales and Key Account Management, stated: "We are excited to enhance our profile in South Africa through this new partnership with Supabets, a deal that highlights the strong demand for Novomatic content in the region.

"We look forward to seeing players enjoy our great mix of land based proven titles and famous Greentube games, and to build a long and prosperous relationship with Supabets."

**Good to know: Supabets offers over 1,300 betting markets, including access to international sports leagues, as well as casino and live gaming options developed by various providers**

Bavu Mpama, Supabets Head of Product, added: "Greentube's content is loved by players worldwide, and we are thrilled to bring their games to our customers in South Africa. The addition of their renowned titles aligns perfectly with our commitment to providing a premium gaming experience.

"We anticipate a fantastic response from our players and look forward to the opportunities this partnership will bring."

Greentube's entry into South Africa aligns with its recent partnership with Goldrush, offering its gaming portfolio to South African players for the first time via the provider's Mynt platform.

focusgn.com, 23.04.2025

## Greentube expands in South Africa with Supabets partnership



Markus Antl, director of global sales and key account management at Greentube.

This deal marks an important step in Greentube's global expansion, further developing its impact on the region.

Press release.- **Greentube** has strengthened its position in the **South African market** by partnering with sports betting and gaming operator, **Supabets**.

Following its recent market entry, facilitated by **NOVOMATIC Africa**, this operator alliance grants players access to Novomatic's and Greentube's **renowned portfolio** of games in one of the continent's largest markets through Greentube's cutting-edge Mynt platform.



Greentube Mynt comprises several modules, with a state-of-the-art **Remote Gaming Server (RGS)** at its core. It serves as the foundation for a future-proof, comprehensive gaming solution that enhances player engagement and retention and powers efficient content deployment.

Through this partnership, a selection of Novomatic's most iconic games, including Book of Ra, Lucky Lady's Charm Deluxe, and Sizzling Hot Deluxe, are now available to **Supabets players**.

These market-favourite titles introduce a new audience to Greentube's engaging and immersive experiences, further strengthening its **global footprint**.

**South Africa** is a key market in Greentube's growth in 2025, and this latest partnership underscores its commitment to enhancing the country's gaming landscape by delivering top-tier entertainment to more players.

Supabets has set the benchmark for **sports betting** in the territory, offering more than 1,300 betting markets, access to international leagues, and a wide range of casino and live gaming options from the world's leading developers.

**Markus Antl**, director of global sales and key account management at Greentube, said: "We are excited to enhance our profile in South Africa through this new partnership with Supabets, a deal that highlights the strong demand for **Novomatic content in the region**. We look forward to seeing players enjoy our great mix of land-based proven titles and famous Greentube games, and to building a long and prosperous relationship with Supabets."

**Bavu Mpama**, head of product at Supabets, added: "Greentube's content is loved by players worldwide, and we are thrilled to bring their games to our customers in South Africa. The addition of their renowned titles aligns perfectly with our commitment to providing a premium gaming experience. We anticipate a fantastic response from our players and look forward to **the opportunities this partnership will bring**."

gamingintelligence.com, 23.04.2025

## Greentube expands in South Africa with Supabets



**Novomatic's iGaming subsidiary, Greentube, has rolled out its suite of online casino games with Supabets in South Africa.**

A range of Greentube's most popular titles are now live with the operator, including Book of Ra, Lucky Lady's Charm deluxe, and Sizzling Hot deluxe, marking Greentube's second rollout in the market this month after going live with Goldrush at the start of April.

"We are excited to enhance our profile in South Africa through this new partnership with Supabets, a deal that highlights the strong demand for Novomatic content in the region," said Markus Antl, director of global sales and key account management at Greentube.

"We look forward to seeing players enjoy our great mix of land based proven titles and famous Greentube games, and to build a long and prosperous relationship with Supabets."

Bavu Mpama, head of product at Supabets, commented: "Greentube's content is loved by players worldwide, and we are thrilled to bring their games to our customers in South Africa."

"The addition of their renowned titles aligns perfectly with our commitment to providing a premium gaming experience. We anticipate a fantastic response from our players and look forward to the opportunities this partnership will bring."



gamingintelligence.com, 23.04.2025

## **Novomatic expands Asian distribution network with Harvest Gaming**



**Novomatic is strengthening its presence across southeast Asia through a new strategic distribution partnership with Singapore-based Harvest Gaming.**

The new collaboration allows Harvest Gaming to distribute Novomatic's portfolio of land-based 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 Novomatic sales manager Michael Barsin. "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 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."

europeangaming.com, 23.04.2025

# **NOVOMATIC Announces New Strategic Distribution Partnership with Harvest Gaming**



NOVOMATIC has announced 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.



“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,” Michael Barsin of NOVOMATIC Sales said.

“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,” Alfred Hwee, General Manager at Harvest Gaming, said.

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.



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 *DIAMOND X™ 2.32/3.32* equipped with *GAMINATOR™ 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 1.49J* 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.



## New game packs from Novomatic at ARE

April 23, 2025

by David Snook



Subscribe

New game packs for the British market will dominate the booth of Novomatic UK at next week's ARE expo in Manchester.



The latest packs, Magic Games Premium HD Cat C with 34 titles and the Magic Games Premium HD Premium Plus with B3 content, will be central to the company's big stand.

There will also be a preview of Piggy Prizes Wand of Riches, a new B3 title to be launched on April 30. The game

was previously a major online hit for Greentube but is now ready to be featured in Novoline cabinets for land-based locations.

The Novo Cash X4 kiosk will also be on display, a new cash handling solution that is designed to streamline arcade and bingo club operations.



europeangaming.com, 23.04.2025

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



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## Geldspiel: Bunte Vielfalt – unser Titelthema im April

Die Bedingungen für das legale Geldspiel sind hart. Staatliche Restriktionen reduzieren den Spielspaß und die vorgezogene Bundestagswahl beschleunigt das Erscheinen einer neuen Spielverordnung nicht gerade. Großer Profiteur ist das illegale Spiel. Dennoch setzt die Industrie dem Schwarzmarkt eine bunte Vielfalt aus beeindruckender Technik und kreativen Spielideen entgegen, die zeigt, wie viel Potenzial in dieser Branche steckt. Egal ob Hardware oder Software – es gibt jede Menge Neues zu erleben, um die Kunden zu begeistern. **games & business** hat sich umgehört.

### Das erwartet Sie

„Das Spielerlebnis wird auf eine neue Stufe gehoben“, erklärt Holger Schwarze, Leiter Produktmanagement National bei adp Merkur, hinsichtlich des Erfolgs vom Zonic Curved. Auch in Fragen von Software-Neuheiten bietet das Geldspiel-Spezial einen Einblick: Löwen Entertainment rückt die Software Novoline 2025 und neue Features für das Spielgastkonzept myNovo VIP in den Fokus. „Maximale Action und maximale Freude“, verspricht laut Bally Wulff das neueste Spielpaket Prime Maxiplay 4. Mit Clover Cash Plus stellt auch Apex Germany in der April-Ausgabe von **games & business** das neue Spielpaket vor. Zu guter Letzt geht es mit psmtec auf eine Reise vom Schlaraffenland bis nach Gallien im neuen Spielpaket Max Gold. Sie sind neugierig geworden, sind aber noch kein Abonnent? [Hier können Sie ein Probe-Abo abschließen.](#)

g3newswire.com, 22.04.2025

## **Novomatic expands its global distribution network in Asia with Harvest Gaming**

By Phil - 22 April 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 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, 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."

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."

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.

Caption: Michael Barsin of Novomatic





yogonet.com, 22.04.2025

## NOVOMATIC set to unveil next-gen gaming tech at G2E Asia 2025 in Macao next month



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

Visitors to the NOVOMATIC booth #A518B will be able to explore 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."

This year, NOVOMATIC's booth will spotlight a selection of state-of-the-art products, with a focus on enhancing the player experience.

The **DIAMOND X** series returns with upgrades to its design and 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 **DIAMOND X 2.32/3.32**, equipped with **GAMINATOR 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 1.49J** featuring both Impera PROLINK and the latest RISING TREASURES.

**New releases will be complemented by classics** such as MASTER SL 2.32/3.32 featuring the GAMINATOR X5.

**Among the highlights of NOVOMATIC's presentation will be the NOVO UNITY PRO**, an electronic table game solution with a focus on functionality and adaptability. This ETG solution integrates electronic live games, including Sic Bo, Baccarat, Roulette, Poker, Black Jack, and even slot games, across numerous player stations.

**The key benefits include more customization features, 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 suite of modules that include loyalty features, TITO, cashless or single wallet solutions, advanced biometric functionalities, and more.

**Kenan Bajram, Deputy Director Global Sales at NOVOMATIC AG, said: "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."

**Attendees can visit NOVOMATIC at Booth #A518B during G2E Asia 2025** to discover gaming technology tailored specifically for the Asian market.





## NOVOMATIC expands its global distribution network in Asia with Harvest Gaming

April 22, 2025

*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.