

Pressespiegel 2025

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

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Löwen starten Info-Kampagne „Freizeit-Freiheit“

Löwen Entertainment launcht eine neue Informationskampagne unter dem Titel „Freizeit-Freiheit“. Die Homepage der Kampagne ist jetzt unter freizeit-freiheit.de online. Ziel der Kampagne ist es laut dem Unternehmen, „für ein offenes, tolerantes und liberales Verständnis der individuellen Freizeitgestaltung zu werben“. Auch das Spiel um Geld zählt hier dazu. „Das Spiel um Geld ist eine anthropologische Konstante und gehört für Millionen Menschen in Deutschland selbstverständlich zu ihrer Freizeit. Die

Kampagne ‚Freizeit-Freiheit‘ von Löwen Entertainment setzt sich für die gesellschaftliche und politische Anerkennung dieser Realität ein – respektvoll, sachlich und selbst-



Blick auf die Löwen-Kampagne.

bewusst“, so Dr. Daniel Henzgen, Geschäftsführer Kommunikation & Compliance. Die Motive der Kampagne zeigen Menschen bei ihren Hobbies: beim Sammeln seltener Briefmarken, beim Skydiven oder dem Angeln im Regen. Die Botschaft: Die Beweggründe hinter diesen Hobbies muss man nicht verstehen – diese Vielfalt und die individuelle Entscheidung muss man hingegen anerkennen. Dr. Daniel Henzgen: „In der Demokratie ist der Bürger der Souverän – und im Markt der Konsument.“

SOMMERPAKET FÜR *my* NOVO VIP

MIT MYNOVO VIP WIRD DER SOMMER RICHTIG HEISS: DAS VIP-PORTFOLIO WÄCHST UM DREI WEITERE BLOCKBUSTER.

Das vergangene Jahr markierte die große Premiere des neuen Coups von LÖWEN ENTERTAINMENT: myNOVO VIP. Auch im Jahr 2025 macht dieses innovative Produkt Spielhallen noch erfolgreicher: mit neuen Ideen, neuen Features und neuen Spiele-Highlights. „In unserer Branche ist es wichtig, stets neue Impulse zu setzen“, sagt Arthur Stelter, Leiter Produktmanagement von LÖWEN ENTERTAINMENT..



Arthur Stelter, Leiter Produktmanagement

Exklusive Mehrwerte

Mit myNOVO VIP bietet LÖWEN ENTERTAINMENT Unternehmerinnen und Unternehmern die Möglichkeit, Spielgäste an ihre Spielhalle zu binden, neue Spielgäste zu gewinnen und durch eine bezahlte VIP-Mitgliedschaft Zusatzeinnahmen zu generieren. Im Zentrum steht dabei der Spielgast, dem exklusive Mehrwerte geboten werden. Wer in Spielhallen VIP wird, welche Services VIPs genießen und wie viel sie für diesen Status bezahlen, entscheiden Aufstellunternehmer selbst.

Neuheiten das ganze Jahr

Mit der Softwaregeneration NOVOLINE 2025 halten in diesem Jahr insgesamt neun weitere Spiele-Blockbuster Einzug in die VIP-Welt. Das Besondere dabei: Um Spielgästen immer wieder Neuheiten zu bieten, werden die Spiele dieses Mal über das Jahr verteilt freigeschaltet.

Den Anfang im Frühjahr machten BOOK OF RA™ MAGIC WHEEL, MONEY PARTY™ CASH YUMMY YUMMY LOCK'N'WIN und RISE OF CLEO™. Im Sommerpaket folgen nun GOLDEN BOOK OF RA™ LOCK'N'WIN, RISE OF TUT™ MAGIC und BOOK OF THE DRAGON™. Die Highlights im Herbst werden EL MATA-DOR™, GOLDEN FAUST™ LOCK'N'WIN und GOLDEN CHARMING LADY™ LOCK'N'WIN. „Die regelmäßige Veröffentlichung neuer Spiele sorgt das ganze Jahr über für frischen Wind in der VIP-Welt“, sagt Stelter.



Mehr an Komfort

Neben diesem Mehr an Spielspaß können sich die Spielgäste auch auf ein Mehr an Komfort freuen: Das neue Feature myNOVO-Fastlane ermöglicht VIP-Spielgästen einen direkten Zugang zum Spiel und ist gleichzeitig ein Garant für Sicherheit. Zudem profitieren sie von einem VIP-Tagespass und vielen weiteren exklusiven Funktionen.

„Erfolgreich etabliert“

Stellers Resümee nach einem Jahr myNOVO VIP: „Das Produkt hat sich erfolgreich im Markt etabliert. Das zeigt das Feedback, das wir von unseren Partnern und den Spielgästen erhalten. Die Kombination aus exklusiven Spielen und zusätzlichen Serviceleistungen überzeugt. Und wir bleiben nicht stehen: Für die Zukunft sind zahlreiche weitere innovative

Funktionen und Features geplant. Sie werden den Spielgästen noch mehr Exklusivität und den Unternehmerinnen und Unternehmern noch mehr Erfolgchancen eröffnen.“



Die Neuheiten im Überblick



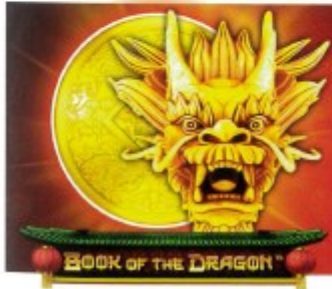
GOLDEN BOOK OF RA™ LOCK'N'WIN

Mit GOLDEN BOOK OF RA™ MAGIC LOCK'N'WIN präsentiert LÖWEN ENTERTAINMENT eine neue Variante des Klassikers BOOK OF RA™ MAGIC, erweitert um das moderne Spielkonzept LOCK'N'WIN. Sechs oder mehr Sonnen-scheiben-Symbole lösen das LOCK'N'WIN-Feature aus. Freispiele werden mit einem Bonus-Symbol gespielt, das auf den Walzen expandiert. Erhält der Spielgast während der Freispiele drei oder mehr goldene Bücher, kommen zehn zusätzliche Freispiele mit weiterem Bonus-Symbol hinzu.



RISE OF TUT™ MAGIC

In RISE OF TUT™ MAGIC entdecken die Spielgäste die Reichtümer des alten Ägyptens an der Seite eines mächtigen Pharaos. Drei oder mehr goldene Augen lösen zwölf Freispiele aus. Während der Freispiele können Wild-Symbole weitere Freispiele und eine Symbolauswertung auslösen. Zu Beginn der Freispiele werden im RISE OF TUT™ MAGIC-Feature bis zu fünf Symbole aufgewertet. Im Feature expandiert das Wild-Symbol und ersetzt alle Symbole – den Scatter ausgenommen.



BOOK OF THE DRAGON™

In BOOK OF THE DRAGON™ tauchen die Spielgäste in die mythische Welt des alten Chinas ein. Für drei oder mehr Bücher gibt es zehn Freispiele. Zu Beginn der Freispiele wird ein Bonus-Symbol zufällig gewählt, welches das Original-Symbol auf der Walze ersetzt. Während der Freispiele nimmt das Bonus-Symbol alle Positionen auf der Walze ein.

Die BluBet Operations GmbH, ein Tochterunternehmen von Löwen Entertainment, firmiert ab sofort als Novoline.de GmbH mit Sitz in Bingen am Rhein. Durch diesen Schritt rückten Marken- und Firmenname noch näher zusammen. In der Firmierung Novoline.de spiegelt sich das Tätigkeitsfeld der Gesellschaft als staatlich konzessionierter Anbieter von virtuellen Automaten Spielen noch klarer wider. Die Geschäftsführung des Unternehmens bilden künftig **Florian Hermann**, Geschäftsführer Marketing, Produkt &



Die neuen Geschäftsführer der Novoline.de GmbH: Tobias Dechent (links) und Florian Hermann.

Admiral als „Great Place to Work“ ausgezeichnet



Die Zertifikatsüberreichung, von links: Christoph Mondl, Monika Racek, Paul Kozelsky, Werner Paar.

Doppelter Grund zur Freude bei Admiral ist die erneute Auszeichnung mit dem Gütesiegel „Great Place to Work“. Laut dem Unternehmen „ein starkes Signal für gelebte Unternehmenskultur und ein motivierendes Arbeitsumfeld“. Gleichzeitig bekräftigte Admiral mit den erfolgreich abgeschlossenen Zertifizierungen ISO 37001 (Anti-Korruption) und ISO 37301 (Compliance-Management) eine „klare Haltung zu Integrität, Transparenz und verantwortungsvollem Unter-

nehmertum“. „Wir sind stolz darauf, ein Arbeitsumfeld zu schaffen, in dem unsere Mitarbeitenden nicht nur gerne arbeiten, sondern sich auch aktiv einbringen können. Gleichzeitig setzen wir konsequent auf klare ethische Standards“, so Monika Racek, Vorstandsvorsitzende der Admiral Casinos & Entertainment AG. Die Auszeichnung als „Great Place to Work“ basiert auf anonymen Mitarbeiterbefragungen und einer eingehenden Bewertung der Unternehmenskultur.

GUMPOLDSKIRCHEN

Novomatic im Spitzenfeld

Wertvollste Marken:
Nur Red Bull liegt vor
dem Gamingkonzern.

Seite 18

DREI ERFOLGE

Nur Red Bull schlägt Novomatic

Technologiekonzern
bleibt weiterhin eine
der stärksten Marken.

GUMPOLDSKIRCHEN Der internationale Gaming-Technologiekonzern Novomatic liegt laut aktueller Studie des European Brand Institute (EBI) hinter Red Bull erneut auf Platz 2 der wertvollsten Unternehmensmarken Österreichs.

Auch im „EBI Sustainable Brand Ranking“ holt Novomatic Silber. Diese Top-Platzierung würdigt das umfassende Engagement des Unternehmens, das von Umweltmaßnahmen – darunter die konzernweit größte PV-Anlage am Dach der Zentrale in Gumpoldskirchen – über soziale Verantwortung bis hin zu verantwortungsvoller Unternehmensführung reicht.

Damit nicht genug, weitet Novomatic die strategische Expansion in Frankreich aus. Nach intensiver Prüfung sämtlicher zuständigen Lizenzierungs- und Aufsichtsbehörden wurde die Übernahme der französischen Vikings Casinos-Gruppe (300 Mitarbeiter, rund 1.000 Gaming Terminals in zehn Live-Casinos) fixiert.

Für Novomatic-Vorstand Stefan Krenn ist diese Akquisition „ein bedeutender Schritt auf unserem Weg, unsere internationale Marktpräsenz gezielt auszubauen“. Frankreich zähle zu den dynamischsten und zugleich anspruchsvollsten Gaming-Märkten Europas.

Greentube expands bet365 deal with Ontario launch



Novomatic's iGaming subsidiary Greentube has expanded its presence in Ontario through a new partnership with bet365.

bet365 players in the Canadian province can now access Greentube's portfolio of slots, including Piggy Prizes, Thunder Cash, and Diamond Cash series, following a direct integration with the operator.

This marks a furthering of the supplier's presence in North America and follows recent market entries into Delaware and Pennsylvania in the United States.

"We are excited to announce further expansion in Ontario, an important market for Greentube, through our strategic partnership with bet365," said Greentube commercial director David Bolas. "Canada has consistently ranked among our top three growth markets over the past two years, and this collaboration marks a significant milestone in strengthening our presence in the region. We look forward to deepening our relationship with bet365 as we continue to grow together."

A bet365 spokesperson added: "Welcoming Greentube's impressive collection of games to our online casino in Ontario is an incredibly positive development for us. Its commitment to developing high-quality, engaging content aligns perfectly with our dedication to providing our players with the best possible gaming experience. The popular games now available will resonate strongly with our Ontario players and take our casino offering forwards."

gamblinginsider.com, 11.07.2025

ONLINE CASINO PARTNERSHIPS

Greentube launches slot content in Ontario through bet365 integration

Novomatic's digital arm adds Piggy Prizes and Diamond Cash series to bet365's Ontario casino offering.



Key points:

- Greentube has launched a selection of slot titles in Ontario via direct integration with bet365
- The partnership strengthens Greentube's footprint in North America, following launches in Delaware and Pennsylvania
- Ontario marks the latest regulated market where Greentube and bet365 are active together

Greentube has launched further content in Ontario's regulated online casino market through a new content deal with bet365, adding several of its slot titles to the operator's offering in the province.

Titles now available include Piggy Prizes, Thunder Cash and entries from the Diamond Cash series. The content has been made accessible via direct integration, marking a continuation of Greentube's strategy to increase its footprint across regulated jurisdictions in North America.

David Bolas, Greentube Commercial Director, said: "This collaboration marks a significant milestone in strengthening our presence in the region. Canada has consistently ranked among our top three growth markets over the past two years."

A bet365 spokesperson added: "Welcoming Greentube's impressive collection of games to our online casino in Ontario is an incredibly positive development for us."

Good to know: Greentube is the digital gaming division of Novomatic, adapting land-based titles for online use in regulated markets

In June 2025, Greentube partnered with Caesars Entertainment to enter Pennsylvania, offering games including Golden Roar Boom, Silver Lux Big Win Spinner and Thunder Cash Voodoo Magic via the Light & Wonder platform.

Prior to that, Greentube launched in Delaware through an exclusive agreement with BetRivers, operated by Rush Street Interactive. The company also maintains operations in New Jersey and launched in South Africa in April 2025 via Supabets, using its proprietary Mynt platform.

This is not the first time Greentube and bet365 have collaborated. The two firms previously partnered in other regulated markets, including the UK and New Jersey and the Ontario launch marks a further step in an ongoing commercial relationship.

focusgn.com, 11.07.2025

Greentube live in Ontario with bet365



David Bolas, commercial director at Greentube.

This collaboration marks further expansion of Greentube's strategic presence in North America.

Press release.- **Greentube** has launched its diverse portfolio of slots in **Ontario** through a new partnership with leading operator **bet365**.

Players in Ontario can now enjoy a selection of Greentube's most popular and proven titles, including the highly acclaimed **Piggy Prizes, Thunder Cash, and Diamond Cash** series, all accessible through a direct integration.

This collaboration marks further expansion of Greentube's strategic presence in North America and follows recent market entries into [Delaware](#) and Pennsylvania in the US.

It also marks a further strengthening of the provider's ties with bet365, with Ontario becoming the latest market in which Greentube is providing its diverse slot experiences to the operator's players.

David Bolas, commercial director at [Greentube](#), said: "We are excited to announce further expansion in Ontario, an important market for Greentube, through our strategic partnership with bet365. Canada has consistently ranked among our top three growth markets over the past two years, and this collaboration marks a significant milestone in strengthening our presence in the region. We look forward to deepening our relationship with bet365 as we continue to grow together."

A spokesperson from **bet365**, added: "Welcoming Greentube's impressive collection of games to our online casino in Ontario is an incredibly positive development for us. Its commitment to developing high-quality, engaging content aligns perfectly with our dedication to providing our players with the best possible gaming experience. The popular games now available will resonate strongly with our Ontario players and take our casino offering forwards."

bet365 erweitert sein iGaming-Angebot in Ontario um Greentube-Slots



Greentube, die digitale Gaming- und Entertainment-Sparte von NOVOMATIC, hat den Start ihres Slot-Portfolios mit bet365 in Ontario bekannt gegeben. Dieser Schritt ermöglicht Spielern in der kanadischen Provinz durch eine direkte Integration in die bet365-Plattform Zugriff auf eine Reihe beliebter Greentube-Titel, darunter Piggy Prizes™, die Thunder Cash™-Serie und Diamond Cash™-Spiele.

Die Vereinbarung ist ein weiterer Schritt für Greentubes kontinuierliche Expansion in den regulierten nordamerikanischen iGaming-Märkten, nachdem das Unternehmen kürzlich in Delaware und Pennsylvania in den USA aktiv geworden ist. Sie baut zudem auf der bestehenden Geschäftsbeziehung zwischen Greentube und bet365 auf, wobei Ontario nun zu den Märkten hinzukommt, in denen die Kunden des Betreibers Greentube-Inhalte nutzen können.

Die Strategie von Greentube konzentriert sich weiterhin darauf, seine etablierte Slot-Bibliothek in neue Rechtsräume zu bringen und Betreiber wie bet365 dabei zu unterstützen, lokalisierte Angebote zu verbessern, um die Nachfrage der Spieler in regulierten Märkten zu befriedigen.

David Bolas, Commercial Director bei Greentube, sagte: „Wir freuen uns, durch unsere strategische Partnerschaft mit bet365 eine weitere Expansion in Ontario, einem wichtigen Markt für Greentube, bekannt zu geben.“

Kanada zählte in den letzten zwei Jahren kontinuierlich zu unseren drei größten Wachstumsmärkten. Diese Zusammenarbeit markiert einen wichtigen Meilenstein zur Stärkung unserer Präsenz in der Region. Wir freuen uns darauf, unsere Beziehung zu bet365 zu vertiefen und gemeinsam weiter zu wachsen.

Ein Sprecher von bet365 fügte hinzu: „Die beeindruckende Spielesammlung von Greentube in unserem Online-Casino in Ontario willkommen zu heißen, ist für uns eine unglaublich positive Entwicklung.“

„Das Engagement für die Entwicklung hochwertiger und ansprechender Inhalte steht im Einklang mit unserem Anspruch, unseren Spielern das bestmögliche Spielerlebnis zu bieten. Die jetzt verfügbaren beliebten Spiele werden bei unseren Spielern in Ontario großen Anklang finden und unser Casino-Angebot weiterentwickeln.“

igamingtoday.com, 11.07.2025

Greentube extends North American footprint with Ontario integration via bet365



11 July 2025 | Vienna – **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division, has expanded its North American presence by rolling out a selection of slot titles in **Ontario** through a new collaboration with leading operator **bet365**.

The integration allows players in Ontario to access a curated suite of Greentube's most recognised and successful games, including the popular **Piggy Prizes™**, **Thunder Cash™**, and **Diamond Cash™** series. The content is now available via direct integration on bet365's Ontario platform.

This development marks a continued strategic push into regulated markets across North America. It follows recent entries into **Delaware** and **Pennsylvania**, consolidating Greentube's commitment to growth across both Canadian and US jurisdictions.

The move also strengthens the ongoing relationship between **Greentube** and **bet365**, with Ontario becoming the latest territory where the two companies are working together to deliver high-quality slot experiences.

David Bolas, Commercial Director at Greentube, said:

“WE ARE EXCITED TO ANNOUNCE FURTHER EXPANSION IN ONTARIO, AN IMPORTANT MARKET FOR GREENTUBE, THROUGH OUR STRATEGIC PARTNERSHIP WITH BET365.

“CANADA HAS CONSISTENTLY RANKED AMONG OUR TOP THREE GROWTH MARKETS OVER THE PAST TWO YEARS, AND THIS COLLABORATION MARKS A SIGNIFICANT MILESTONE IN STRENGTHENING OUR PRESENCE IN THE REGION. WE LOOK FORWARD TO DEEPENING OUR RELATIONSHIP WITH BET365 AS WE CONTINUE TO GROW TOGETHER.”

A spokesperson from bet365 added:

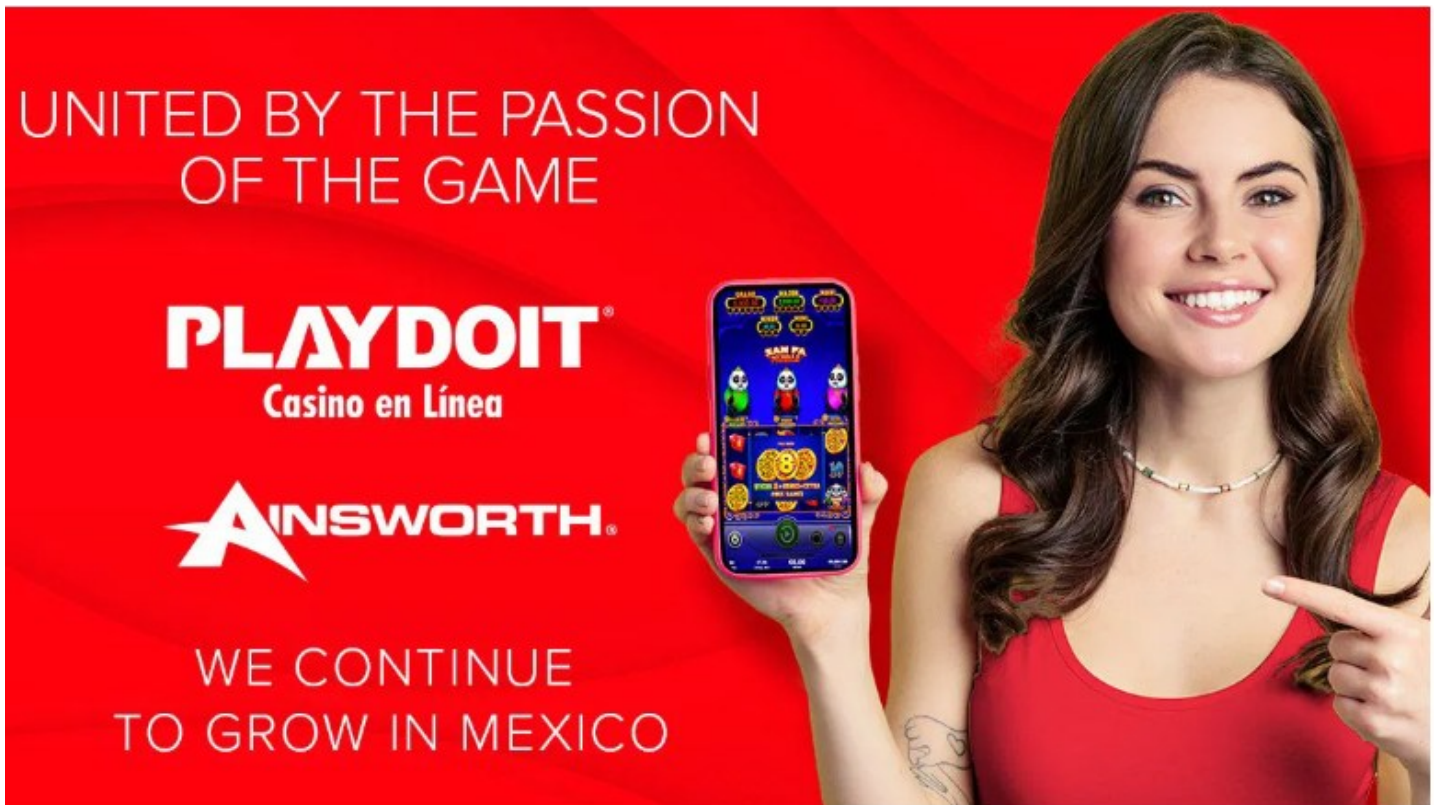
“WELCOMING GREENTUBE’S IMPRESSIVE COLLECTION OF GAMES TO OUR ONLINE CASINO IN ONTARIO IS AN INCREDIBLY POSITIVE DEVELOPMENT FOR US.

“ITS COMMITMENT TO DEVELOPING HIGH-QUALITY, ENGAGING CONTENT ALIGNS PERFECTLY WITH OUR DEDICATION TO PROVIDING OUR PLAYERS WITH THE BEST POSSIBLE GAMING EXPERIENCE. THE POPULAR GAMES NOW AVAILABLE WILL RESONATE STRONGLY WITH OUR ONTARIO PLAYERS AND TAKE OUR CASINO OFFERING FORWARDS.”

yogonet.com, 11.07.2025

DIGITAL-FIRST CONTENT FOR ONLINE AUDIENCES

Ainsworth launches online slot portfolio on Mexico's Playdoit platform



Ainsworth Game Technology (AGT) has expanded its presence in Latin America by launching its online slot game portfolio on Playdoit, one of Mexico's leading online betting platforms.

The deal marks a significant step in Ainsworth's digital growth strategy, enabling Playdoit users to access a mix of the developer's classic and modern slot titles that are already successful in land-based casinos.

"We're very proud of this partnership with Playdoit, a 100% Mexican operator that has emerged as a leader in the online market," said Bernie Gamboa, Online Director at Ainsworth. "This launch is a key milestone in our omnichannel strategy, aimed at delivering a seamless gaming experience from the casino floor to the player's mobile device."

The rollout includes a range of Ainsworth's top-performing games that have proven successful with Latin American audiences, **along with new digital-first content tailored for online users.**

The partnership reinforces Playdoit's position as a dominant player in Mexico's fast-growing digital gaming market, said Ainsworth. By integrating the iGaming content, the platform aims to enhance user engagement and strengthen its reputation for quality and reliability.

Ainsworth said the move reflects its commitment to regional market preferences, regulatory compliance, and the use of advanced gaming technology. The company views the launch as part of a broader effort to grow its footprint in Mexico and across Latin America.

casinocompendium.com, 10.07.2025



Ainsworth launches its online game portfolio on Playdoit, Mexico's leading online betting platform

Gamboa: "This launch is a key milestone in our omnichannel strategy aimed at delivering a seamless gaming experience"

Monterrey, Mexico — Ainsworth Game Technology, a global leader in casino game development, is proud to announce the launch of its online slot portfolio on Playdoit, Mexico's most successful and fastest-growing online betting platform.

This strategic partnership strengthens Ainsworth's digital footprint in Latin America by bringing its most iconic and top-performing titles to a new online audience. Starting today, Playdoit users can enjoy a selection of Ainsworth's classic and modern games, delivering the same excitement, mechanics, and performance that define the brand's land-based casino experience.

"We're very proud of this partnership with Playdoit, a 100% Mexican operator that has emerged as a leader in the online market. This launch is a key milestone in our omnichannel strategy, aimed at delivering a seamless gaming experience from the casino floor to the player's mobile device," **said Bernie Gamboa, Online Director at Ainsworth.**

The game offering includes proven titles that have resonated with Latin American players, as well as new content specifically designed for digital audiences. This collaboration reflects Ainsworth's commitment to local market preferences, compliance standards, and advanced technology.

With the addition of Ainsworth content, Playdoit reinforces its position as a premier digital entertainment platform in Mexico, offering its players globally recognized game content with strong performance and reliability.

This launch reaffirms Ainsworth's commitment to innovation, regional growth, and delivering memorable gaming experiences to players across Mexico.

For more information, please visit: www.agtslots.com

cdcgaming.com, 10.07.2025

Novomatic executive outlines pending Ainsworth acquisition to Nevada regulators



Photo: CDC Gaming

Austrian gaming-technology company Novomatic told Nevada regulators this week that criminal investigations against the company that date back to 2019 are winding down favorably. They also outlined Novomatic's pending acquisition of Ainsworth Game Technology.

The issues came up Wednesday before the Nevada Gaming Control Board when it recommended Stefan Krenn as suitable as a member of the Novomatic executive board. The recommendation for approval now goes to the Nevada Gaming Commission.

The Board brought up a bribery investigation in Austria that involved former CEO Harald Neumann and owner Johann Graf, centering on allegations that the company sought favorable treatment through its board appointments.

Neumann left Novomatic and in September 2021 assumed the role as the CEO of Ainsworth Game Technology. Novomatic made a deal in April to acquire the outstanding shares in AGT after already holding 53%.

Neumann has denied the allegations. AGT told the media that it expects the one remaining investigation to be dismissed.

Novomatic legal counsel Michael Rohregger, representing the company in the ongoing criminal investigation in Austria, told the Board that four to five matters were investigated and all but one involving Novomatic were dismissed. The one case involves the CFO of Casinos Austria, who was appointed with the help of Neumann when he was a member of the supervisory board at Casinos Austria in addition to Novomatic. The allegation centered around suspected support of Novomatic in gaming licenses or adapting the law in favor of Novomatic, he said.

“That investigation is ongoing, but I can report that the public prosecutor proposed to discontinue it,” Rohregger said. “It’s not decided yet, but there are indications that it might also be closed. Maybe it’s already been done. If not, it could happen anytime. Close to the end of the year would be a plausible time frame.”

Rohregger maintains the company did nothing wrong and investigations have shown that to be the case. Nevertheless, he said there’s always a chance to improve and mark up compliance rules.

Krenn talked about Novomatic being the majority stakeholder in AGT since 2018. The transaction was driven by the Australian company as part of what’s called a “scheme arrangement.”

“If the scheme goes through, the minority stakeholders have to vote whether they agree or not,” Krenn said. He

expects the deal will be cleared by Australian regulators in the next two weeks. That will be followed by a meeting with the minority shareholders who will vote, and they should know by the end of August whether it goes through.

Krenn was asked by the Board whether AGT and Novomatic will remain separate operators in the U.S. or be merged as one.

Krenn said a decision has to be made when the arrangement goes through. The deal will enable a larger footprint in the U.S., where Ainsworth is well positioned, he said.

“On the other hand, we see a lot of mutual benefit because we can help Ainsworth’s European markets to grow,” Krenn said. “We think through Ainsworth we can also develop products and systems in the States and Australia. If the scheme goes through, we hope to accelerate this process, and we can be faster in this synergy and potential in business.”

igamingtoday.com, 10.07.2025

NOVOMATIC Africa Kicks Off Local Assembly of Panther LPMs in South Africa, Boosting Innovation



In a major step forward, NOVOMATIC Africa has initiated local assembly of its Panther FV623D and FV624D Limited Payout Machines (LPMs) in South Africa. This move underscores the company's dedication to enhancing operational agility and fostering regional growth.

Recognizing the challenges posed by global supply chain disruptions after the pandemic, NOVOMATIC decided to localize production. This strategy not only shortens delivery times but also reduces reliance on international shipping. By establishing assembly operations in Johannesburg, the company aims to better serve the fast-paced African gaming market.

This local initiative is expected to boost the economy by creating jobs and empowering local communities, aligning with NOVOMATIC's commitment to innovation and technological advancement in gaming.

The Local Assembly Took Three Years

After three years of careful planning and execution, NOVOMATIC Africa has successfully established local assembly for its Panther Limited Payout Machines in South Africa. Leading this significant project is Mohamed Abdullah, the Technical and Operations Manager, who oversees a team of highly skilled technicians trained internationally.

The assembly area, located in Midrand, underwent extensive enhancements to accommodate high-volume production. It features specialized tools, shelving, and safety systems, all designed for assembling key components such as monitor and bill validator modules. This meticulous setup not only ensures efficiency but also maintains high standards of quality and safety.

From the outset, the focus has been on precision and compliance. The team has implemented rigorous quality control measures and installed an Electrostatic Discharge (ESD) safety test machine to adhere to both local regulations and NOVOMATIC's international standards.

Synchronizing operations with the New Age Gaming (NAG) central database and developing a structured pre-assembly line were also critical steps in this journey. *"Investing in people has been the most important part of this journey. Yes, we're building machines. But more importantly, we're building capability, equipping our team here in South Africa with the knowledge, tools, and confidence to meet global benchmarks,"* said Mohamed Abdullah.

This commitment to local talent development is central to NOVOMATIC Africa's strategy, aimed at deepening its roots in the region while addressing the rising demand for high-quality gaming machines.

gamblinginsider.com, 10.07.2025

ONLINE LEGAL & REGULATORY INDUSTRY IGAMING

Italy: ADM lists 46 operators eligible for online gaming next steps

Any operator not listed should be considered excluded from the process, as Italy works to redevelop its gaming regulation.



Key points:

- The Italian Customs and Monopolies Agency (ADM) has released a list of 46 operators eligible for the next step in receiving a remote gaming licence
- The move comes as a new framework intends to overhaul current gaming regulation
- Names on the list include LeoVegas, Snaitech, Sisal and Stake

The Italian Customs and Monopolies Agency (ADM), and more specifically the Games Directorate – Remote Gaming and Betting Office, has released a list of operators who have been accepted to proceed to the next stages of receiving a remote gaming licence in Italy.

In total, 46 operators were listed. These included Admiral Sport, Betfair Italia, Greentube, LeoVegas, Snaitech, Sisal and more. All other operators on the list are considered excluded from the process.

The procedure to offer remote gaming was first put into place on 25 March 2024 with Article 6 of the legislative decree. The document listing the passing operators was signed by Antonio Giuliani, Head of the ADM's online office.

Once the new framework is approved, it will overhaul the current Italian gaming regulation.

Notable names on the list of passing operators include Snaitech and Sisal, both of which are owned by global sports betting operator Flutter. Snaitech was acquired in April following a €2.3bn deal with Playtech, while Sisal had been in the running to acquire Italy's national lottery licence – something that was protested locally out of fear of online gaming cross-selling with Snaitech.

Good to know: Stake Italia also made its way onto the list, despite its recent ban in the UK

Absent is Brightstar Lottery (formerly IGT), which secured the Italian Lottery licence in May.

The operator will hold the national lottery licence until 2034, and does so in a consortium that also includes Allwyn, Arianna 2001 and Novomatic Italia – names that also do not appear on the list, as they are focused on lottery.

yogonet.com, 10.07.2025

OPERATORS TO PAY LICENCE FEE OF \$8.19M

Italy receives applications from 46 operators in online gambling overhaul



Italy has cleared 46 operators in the first phase of its sweeping overhaul of online **gambling regulation**, marking a major step toward the launch of a stricter, more consolidated digital gaming framework.

Each approved operator will pay a **€7 million (\$8.19 million)** fee for a licence, comprising €4 million up front and a further €3 million due at full system deployment, expected by March 2026.

The Ministry of Economy and Finance (MEF) confirmed it has met its **€350 million (\$409.62 million)** licensing revenue target through the current tender, with 52 concessions available, according to the country's gambling regulator, the Agency of Customs and Monopolies (**ADM**).

The reform introduces a 35-fold increase from the previous licence fee of €200,000 and comes as the government seeks to modernise the industry, tighten compliance standards, and reduce market fragmentation.

This is not just an administrative reshuffle, the ADM said, defending the sharp fee hike as necessary to **maintain financial stability, protect players, and align with international regulatory standards.**

The deadline for existing licence holders to transition to the new regime is set for September 17, 2025, although an extension to September 30 is possible. Operators not admitted to the process must cease all activities by August 17 and return user funds. Weekly reporting of account activity became mandatory on July 8, with non-compliance subject to immediate suspension.

Operators will be required to launch under the new framework within six months of receiving their licence. During this period, **legacy systems will temporarily coexist with new platforms until full compliance is achieved by March 2026.**

As part of the technical overhaul, all licensed operators must integrate with ADM's central system and meet enhanced digital security and data protection standards. **Multi-brand "skins" are banned under the new regime, meaning each licence corresponds to a single domain** - a change expected to reduce the number of active gambling websites in Italy from around 420 to approximately 50.

Italy's online gambling market included 81 licensed operators in 2024, generating €5 billion in gross gambling revenue. A joint report by research group Cgia Mestre and industry association Astro estimated that the top 30 firms already account for 94% of the market. Analysts expect further consolidation as smaller operators exit.

Among the approved applicants are industry heavyweights such as Flutter Entertainment, which includes Sisal, Snaitech, PokerStars, Betfair, and Sky Bet Italia, along with Lottomatica, IGT, Novomatic, Eurobet, DAZN Bet, LeoVegas (owned by MGM), Betsson, and bet365.

Mario Lollobrigida, head of ADM's gaming division, pushed back against concerns about the high fee deterring applicants. "Given the sector's continued growth in 2023 and 2024, and a 10 percent increase in Q1 2025, it would have been shortsighted for operators to stay out," he said. "If anything, we could have set it even higher."

However, critics remain vocal. Industry group LOGiCO accused ADM of "engineering the market's competition" by pricing out smaller firms. ADM has not denied the consolidation goal, citing the need for responsible growth.

Additional regulatory changes are underway. The government has launched negotiations with regional and municipal authorities to reform Italy's fragmented land-based gambling laws. It is also reviewing the Dignity Decree - a 2018 law that imposed a blanket ban on gambling advertising. A new committee, involving Serie A, CONI, and media stakeholders, has been tasked with drafting **a modern code of conduct balancing commercial freedom with public health priorities.**

The reform package is expected to culminate in March 2026, when the final phase of the system goes live and financial guarantees are unlocked following ADM's post-transition checks. Only operators that successfully adapt to the tighter regulatory landscape are expected to remain active in Italy's digital betting market.

focusgn.com, 09.07.2025

NOVOMATIC fires up production of gaming machines in South Africa



The gaming giant marks a major step in regional growth as locally assembled Panther machines roll out from its new South African facility.

South Africa.- **NOVOMATIC Africa** has reached a major milestone, with its popular Panther **Limited Payout Machines** (LPM) now rolling off assembly lines in South Africa.

Recognised globally as a heavyweight in gaming technology, NOVOMATIC designs and manufactures cutting-edge equipment that powers casinos, arcades and betting operations across the globe.

Now NOVOMATIC Africa is stepping up its game by assembling its **Panther FV623D and FV624D LPM's** at its **Johannesburg production facilities**.

The company is putting its energy into growing its presence in the country, speeding things up and building resilience to keep pace with **Africa's fast-moving gaming market**. By taking control of production, NOVOMATIC Africa has reduced delivery times, lessened its dependence on global shipping and brought manufacturing closer to its core markets.

Boosting skills and quality standards

In Johannesburg, the team converted part of the facility into a fully outfitted assembly space, complete with specialised tools, shelving, safety systems and dedicated stations for assembling key parts such as monitors and bill validators.

Leading the charge is **Mohamed Abdullah**, technical and operations manager, who heads up a crew of highly trained technicians.

“Investing in people has been the most important part of this journey. Yes, we’re building machines. But more importantly, we’re building capability, equipping our team here in South Africa with the knowledge, tools and confidence to meet **global benchmarks**,” said Abdullah, according to InterGame online.

From the start, the project focused on precision and compliance, with the team introducing rigorous quality control measures, installing an Electrostatic Discharge (ESD) safety test machine, syncing operations with the **New Age Gaming (NAG)** central database and developing a structured pre-assembly line.

All these efforts were carefully aligned with both local regulations and NOVOMATIC’s **international standards** to ensure top-quality production and safety.

The move helps sidestep shipping challenges, and NOVOMATIC Africa’s assembly push is a long-term play aimed at deepening its roots in the region and unlocking new opportunities across the continent.

By levelling up production and talent, NOVOMATIC Africa is not just playing the game, they’re setting the pace to meet rising demand faster and smarter across the continent.

focusgn.com, 09.07.2025

Italian online gambling market to consolidate as 46 applications received



The number of online gambling sites in Italy is expected to drop fall by over 80 per cent.

Italy. The Italian Customs and Monopolies Agency, **ADM**, has announced that it received **46 applications** for **online gambling licences** under its new regulatory regime. That compares to the 93 applications received in the last round of licensing back in 2018, when **81 licences** were granted.

As anticipated, the steep increase in the **licence fee** from €200,000 in 2018 to **€7m** prevented many smaller licensees from applying. Nevertheless, the total of 46 applications is close to the Ministry of Economy and Finance's target of 50 licences to raise €350m.

The new framework also imposes a rule of **one domain per licence**, ending the possibility of multi-brand operations (skins). That means that the number of gambling websites in Italy is likely to fall from around 420 to just **50**.

The window for applications closed at the **end of May**. Confirmed applicants include Betpoint, Betsson, bet365, DAZN Bet, E-Play24/Cirsa, Eurobet, Flutter, Evoke (the former 888 Holdings), IGT, MGM's LeoVegas, Lottomatica, Marathonbet, Microgame, Netwin, Novomatic, NTS, Stanleybet, Stake, Winamax.

After licences are granted, operators will have six months to launch under the new framework.

Criticism of new fee amid Italian online gambling consolidation

The trade body **Logico** has argued that the dramatic change in the Italian online gambling landscape will limit competition. However, the ADM defeated a **legal challenge** brought by smaller operators against the new framework, with the Administrative Court upholding the regulator's right to raise the fee.

ADM director general **Marcello Minenna** has argued that the €7m fee is proportionate. He has stated that a more consolidated market was part of the aim of the new framework in a bid to ensure **closer regulation** and improved consumer protection and financial sustainability. He previously noted that market share had already become consolidated, with 30 operators taking 94 per cent of industry revenue.

The **Italian online gambling market** generated €5bn in gross gambling revenue (GGR) in 2024, a rise of 17 per cent year-on-year. Italian operators accounted for 54 of the 81 licences, running around 320 websites, while international operators ran around 100 sites. Ireland's Flutter Entertainment has gained a position as the market leader following its acquisitions of Sisal and **Snaitech**. It's followed by Lottomatica, which **bought SKS365** in 2024.



ITALY: 46 OPERATORS COMMIT TO NEW €7M ONLINE GAMBLING REGIME

Italy's Ministry of Economy (MEF) has secured 46 applications for new online gambling licences, each priced at €7m, as detailed by the Agency of Customs and Monopolies (ADM).

The tender committee has been reviewing the bids in recent weeks, with licences expected to be awarded in October or November 2025. The government had set a target of €350m in licensing revenue, a figure now reached with 52 concessions available.

This marks the implementation of Italy's new gambling regime, which replaces the previous licensing model – where concessions were priced at just €200,000 – representing a 35-fold increase.

New Regime takes shape...

Under the leadership of former Director General Marcello Minenna, the ADM had presented the government its goal of reducing the number of online gambling concessions to around 40 consolidated foreign and domestic incumbents. This ambition reflects a broader strategy of market consolidation and rationalisation.

Currently, Italy's online market includes 81 licensees, which generated €5bn in gross gambling revenue (GGR) in 2024. Of these, 54 Italian operators manage approximately 320 websites, while 27 foreign operators oversee around 100. However, the new regime bans multi-brand "skins", requiring that each licence corresponds to a single domain. As a result, the number of active websites is expected to fall to approximately 50.

Flutter Entertainment is set to hold the most extensive portfolio among applicants, combining the domestic strength of Sisal and Snaitech with its global brands PokerStars, Betfair, and Sky Bet Italia.

The shift has drawn criticism from industry body Logico, which has accused the ADM of “engineering the market’s competition” by pricing out smaller entrants. The ADM has not denied this aim, instead defending the reforms as necessary to maintain financial stability, protect players, and align with international regulatory standards.

Mario Lollobrigida, head of ADM’s gaming division, dismissed earlier forecasts that only 30 applications would be submitted. “Given the sector’s continued growth in 2023 and 2024, and a 10 percent increase in Q1 2025, it would have been shortsighted for operators to stay out,” he said. Lollobrigida also defended the €7m fee as appropriate based on market data, adding: “If anything, we could have set it even higher.”

Applicants include major operators such as Lottomatica, Flutter, IGT, Novomatic, Eurobet, Betpoint, Netwin, NTS, Microgame, Stake, DAZN Bet, Marathonbet, E-Play24/Cirsa, Winamax, and Evoke (which operates William Hill and 888). Also applying are Betsson, bet365, Stanleybet, and MGM-owned LeoVegas.

Once the concessions are granted, operators will have six months to launch their platforms under the new framework.

In parallel, ADM recently won a protracted legal battle with smaller operators who challenged the new licence fee. Italy’s administrative courts ruled in favour of the agency, upholding the fee as a necessary measure to ensure financial integrity and the protection of player funds.

A joint report by **Cgia Mestre** and industry association Astro, published in September 2024, estimated that the top 30 licensees already account for 94% of market revenue. The report warned that the high cost of entry would likely lead to further consolidation as smaller firms exit the market.

Summer of Negotiations

In wider developments, the Italian government heads into a summer of critical negotiations for the gambling sector. The Ministry of Economy and Finance (MEF) and ADM have commenced talks with autonomous regions and municipal districts to finalise the reorganisation of Italy’s fragmented land-based gambling laws.

Further reforms will address the restrictions imposed by the Dignity Decree — a controversial measure introduced by the short-lived Lega–5 Star coalition in 2018, which implemented a blanket ban on gambling advertising. The current government has signalled a willingness to revisit the decree.

To that end, a committee has been established by the Meloni government to collaborate with [Serie A](#), Italian media stakeholders, and Italy’s Olympic Committee (CONI) to develop a new code of conduct governing gambling sponsorship and advertising. The aim is to strike a balance between public health concerns, commercial freedom, and the sustainable funding of Italian sport.

Toleranz für Glücksspiel

Löwen-Entertainment: Freizeitgestaltung anderer anerkennen

Bingen. Unter dem Motto "Freizeit – Freiheit" startet das in Bingen ansässige Glücksspielunternehmen Löwen-Entertainment eine Kampagne. Ziel sei es, für ein offenes, tolerantes und liberales Verständnis individueller Freizeitgestaltung zu werben, zu der auch das Spiel um Geld gehöre, so das Unternehmen in einer Pressemitteilung. "Das Spiel um Geld gehört für Millionen Menschen in Deutschland selbstverständlich zu ihrer Freizeit. Die Kampagne 'Freizeit-Freiheit' setzt sich für die gesellschaftliche und politische Anerkennung dieser Realität ein", so Daniel Henzgen, Geschäftsführer Kommunikation & Compliance bei Löwen-Entertainment.

Die Kampagne begegne Mythen mit Fakten wie einem Realitätscheck zum gewerblichen Automatenenspiel. "Denn jeder Mensch in unserer Gesellschaft hat das Recht, seine Freizeit nach den eigenen Vorstellungen zu gestalten, ohne bevormundet zu werden", so Henzgen. Die Motive zeigen Menschen bei Hobbys: beim Sammeln seltener Briefmarken, beim Skydive oder dem Angeln im Regen. Die Botschaft: Die Beweggründe hinter diesen Hobbys muss man nicht verstehen – die individuelle Entscheidung hingegen anerkennen. red

NOVOMATIC Africa Launches Local Assembly for Panther LPMs, Driving Innovation and Growth



NOVOMATIC Africa has announced that it has reached a major operational milestone: the local assembly of its popular Panther FV623D and FV624D Limited Payout Machines (LPMs) is now fully underway in South Africa. This strategic development marks a critical step in the company's commitment to regional growth, operational agility and technological excellence.

The initiative was born out of post-pandemic global supply challenges, where machine delivery lead times were significant. To address this, NOVOMATIC Africa made the strategic decision to localise certain production capabilities—shortening timelines, reducing dependency on international shipments, and contributing to the local economy and empowerment.

At the helm of the project is Mohamed Abdullah, Technical & Operations Manager, who leads a team of highly skilled, internationally trained technical professionals.

After extensive planning and cross-border collaboration, NOVOMATIC Africa equipped a dedicated assembly area within its new Midrand facility. The space was enhanced with the necessary tooling, shelving and safety systems to handle high-volume pre-assembly processes, including monitor and bill validator modules.

This ambitious three-year journey—culminating in South Africa’s first locally assembled Panther LPMs—was not only a triumph of logistics and innovation but also a testament to human expertise, resilience and visionary leadership.

To ensure full compliance and alignment with both NOVOMATIC AG (Austria) and local regulatory standards, the project included:

- Acquisition of an Electrostatic Discharge (ESD) Safety Test Machine
- Establishment of robust quality control protocols
- Integration with the NAG central database
- Development of a structured pre-assembly line for key components
- Empowering Local Talent

“Investing in people has been the most important part of this journey. Yes, we’re building machines. But more importantly, we’re building capability—equipping our team here in South Africa with the knowledge, tools, and confidence to meet global benchmarks,” said Mohamed Abdullah.

NOVOMATIC Africa’s investment in local production is more than a tactical solution—it’s a long-term strategic move aimed at strengthening the company’s footprint across the continent.

As demand continues to grow, the company remains focused on building a resilient, skilled local workforce and continuing its mission to deliver high-quality, technically advanced gaming machines for Africa’s evolving gaming landscape.



Greentube launches Silver Lux Extra Dice, the newest entry in the iconic Silver Lux series

The NOVOMATIC Interactive arm, Greentube, has announced the release of the latest addition to its popular Silver Lux series with *Silver Lux Extra Dice*, a classic three-reel stepper slot packed with multipliers and progressive jackpot potential.

Played using credits rather than currency, the base game is set at 50 credits per round, with players selecting their own credit value to customise the experience. The traditional design features BARs and lucky 7s and is now enhanced with vibrant red dice symbols across its five paylines.

Players can land wild multiplier symbols worth 2x, 3x or 5x, which substitute for other symbols to complete winning combinations and multiply the resulting win. Landing more than one wild multipliers can supercharge payouts and lead to major rewards.

The Dice feature is triggered by landing three scattered dice symbols. This launches a dice reel spin, where the number shown determines the number of spins the player receives. The feature can retrigger during play, awarding additional spins and increasing the multiplier each time, up to 5x.

Silver Lux Extra Dice also utilises the Silver Lux Linked Progressive Jackpot system, offering both a major and a grand jackpot.

Bernd Baumert, Director of Games Production and Operations at Greentube, said: "*Silver Lux Extra* Dice builds on the legacy of the Silver Lux series with an innovative dice twist and even more ways to win. With its dynamic wild multipliers, exciting bonus feature and linked jackpots, we're confident this game will strike a chord with fans of both classic slots and modern features alike."



Bernd Baumert, Director of Games Production and Operations at Greentube

This latest entry to Greentube's portfolio continues the evolution of the Silver Lux family, following the series debut of *Silver Lux Big Win Spinner* in 2024.

focusgn.com, 08.07.2025

Greentube rolls out red hot action with Silver Lux Extra Dice



Bernd Baumert, director of games production and operations at Greentube.

This slot spices up player experience with vibrant dice symbols, wild multipliers, and thrilling progressive jackpots.

Press release.- **Greentube** has released the latest addition to its popular **Silver Lux series** with **Silver Lux Extra Dice**, a classic three-reel stepper slot packed with multipliers and progressive jackpot potential.

Played using credits rather than currency, the base game is set at 50 credits per round, with players selecting their credit value to customise the experience.

The traditional design features BARs and lucky 7s and is now enhanced with **vibrant red dice symbols across its five paylines**.

Players can land wild multiplier symbols worth 2x, 3x or 5x, which substitute for other symbols to complete winning combinations and multiply the resulting win. Landing more than one wild multiplier can supercharge payouts and lead to major rewards.

The Dice feature is triggered by landing three scattered dice symbols. This launches a dice reel spin, where the number shown determines the number of spins the player receives. The feature can retrigger during play, awarding additional spins and increasing the multiplier each time, up to 5x.

Silver Lux Extra Dice also utilises the **Silver Lux Linked Progressive Jackpot system**, offering both a major and a grand jackpot.

Lining up two wild multiplier symbols alongside a wild on any of the five win lines awards the major jackpot. The grand iteration is unlocked by hitting a 2x, 3x and 5x wild multiplier combination on a single line, bringing the biggest prize into play.

This latest entry to Greentube's portfolio continues the evolution of the Silver Lux family, following the series debut of **Silver Lux Big Win Spinner in 2024**.

Bernd Baumert, director of games production and operations at **Greentube**, said: "Silver Lux Extra Dice builds on the legacy of the Silver Lux series with an innovative dice twist and even more ways to win. With its dynamic wild multipliers, exciting bonus feature and linked jackpots, we're confident this game will strike a chord with fans of both classic slots and modern features alike."

3 ERFOLGE & NEUE CASINOS

Nur Red Bull schlägt Novomatic



Einer der Vikings-Standorte in Frankreich, die Novomatic übernimmt.

FOTO: Novomatic AG

Technologiekonzern bleibt weiterhin eine der stärksten Marken - und übernimmt eine französische Casinos-Gruppe.

Der internationale Gaming-Technologiekonzern Novomatic liegt laut aktueller Studie des European Brand Institute (EBI) hinter Red Bull erneut auf Platz 2 der wertvollsten Unternehmensmarken Österreichs.

Auch im „EBI Sustainable Brand Ranking“ holt Novomatic Silber. Diese Top-Platzierung würdigt das umfassende Engagement des Unternehmens, das von Umweltmaßnahmen – darunter die konzernweit größte PV-Anlage am Dach der Zentrale in Gumpoldskirchen – über soziale Verantwortung bis hin zu verantwortungsvoller Unternehmensführung reicht.

Damit nicht genug, weitet Novomatic die strategische Expansion in Frankreich aus. Nach intensiver Prüfung sämtlicher zuständigen Lizenzierungs- und Aufsichtsbehörden wurde die Übernahme der französischen Vikings Casinos-Gruppe (300 Mitarbeiter, rund 1.000 Gaming Terminals in zehn Live-Casinos) fixiert.

Für Novomatic-Vorstand Stefan Krenn ist diese Akquisition „ein bedeutender Schritt auf unserem Weg, unsere internationale Marktpräsenz gezielt auszubauen“. Frankreich zähle zu den dynamischsten und zugleich anspruchsvollsten Gaming-Märkten Europas.

intergameonline.com, 07.07.2025

Novomatic Africa's LPM assembly team gets to work

July 7, 2025

by Jonny Whitfield



Subscribe

Novomatic Africa's team of manufacturers for its Panther limited payout machines (LPMs) is now fully operational.



The team at the company's site in Midrand, South Africa, is spearheaded by Mohamed Abdullah, technical and operations manager.

The workspace has a dedicated assembly area that features tooling, shelving and safety systems for pre-assembly processes, including monitor and bill validator modules.

"Investing in people has been the most important part of this journey," said

Abdullah.

"Yes, we're building machines. But more importantly, we're building capability – equipping our team here in South Africa with the knowledge, tools and confidence to meet global benchmarks."

Novomatic Africa said it decided to localise production of its Panther LPMs as a result of lengthy machine delivery lead times after the Covid-19 pandemic.

The company said the project aims to shorten timelines, reduce dependency on international shipments and contribute to the local economy.

DLMM am Nürburgring: E-Darts-Turnier der Spitzenklasse

Die Deutschen Liga Mannschafts-Meisterschaften (DLMM) machten auch in diesem Jahr den Nürburgring für drei Tage zum Mittelpunkt der E-Darts-Szene. Vom 4. bis 6. Juli traten mehr als 500 Teams und über 7 000 Darterinnen und Darter bei der 34. Ausgabe des E-Darts-Turniers an. Gespielt wurde in sechs Spielklassen um Preise im Gesamtwert von 160 000 Euro.



Über 4 000 Darterinnen und Darter trafen sich bei der DLMM – zum zweiten Mal am Nürburgring (Foto: Dennis Siebertz).

Teamreise zum NDA Team Worldcup of Darts in Las Vegas

Löwen Entertainment war mit seiner Marke Löwen Dart Hauptsponsor des Events. Das Unternehmen aus Bingen unterstützte die Veranstalter – den Verein zur Förderung des Sportautomaten-Sports (VFS) und den Deutschen Sportautomatenbund (DSAB) – mit über 250 Löwen Dart-Geräten, darunter 130 Löwen Dart HB10. Zusätzlich verlost Löwen Entertainment bei der DLMM eine Teamreise zum NDA Team Worldcup of Darts in Las Vegas und eine zum IDF Eurocup.

Ideale Bühne für Europas größtes E-Darts-Turnier

„Nach der starken Premiere im vergangenen Jahr war der legendäre Nürburgring erneut die ideale Bühne für Europas größtes E-Darts-Turnier. Wir sind stolz, mit der Marke Löwen Dart dieses emotionsgeladene Event als Hauptsponsor begleiten zu dürfen“, sagt Stefan Mathes, Leiter Löwen Dart.

Die DLMM zählen zu den vier nationalen Highlights des E-Darts-Sports in Deutschland. Im August folgen das Bundesliga-Finale in Troisdorf, im November die Masters of Masters (MoM) und die Deutsche Meisterschaften (DM).



DLMM am Nürburgring: Mehr Dart geht nicht

Mehr als 500 Teams und über 4.000 Darter – die Deutschen Liga Mannschafts-Meisterschaften (DLMM) machten auch in diesem Jahr den Nürburgring für drei Tage zum Mittelpunkt der E-Dart-Szene. Das E-Dart-Turnier fand vom 4. bis zum 6. Juli statt, gespielt wurde in sechs Spielklassen um Preise im Gesamtwert von 160.000 Euro.

Löwen Entertainment war mit seiner Marke Löwen Dart als Hauptsponsor mit von der Partie. Das Unternehmen aus Bingen unterstützte die Veranstalter – den Verein zur Förderung des Sportautomaten-Sports (VFS) und den Deutschen Sportautomatenbund (DSAB) – mit über 250 Löwen Dart-Geräten, darunter 130 mal der HB10. Zusätzlich verlost Löwen eine Teamreise zum NDA Team Worldcup of Darts in Las Vegas und eine zum IDF Eurocup.

„Ideale Bühne“

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Dart ist auch das Spezialthema in der Juli-Ausgabe von **games & business**. Unter anderem waren wir live bei der DLMM am Nürburgring vor Ort. Einen ausführlichen Bericht zu dem Event und viele weitere Infos zum Dartsport, gibt es in unserer Juli-Ausgabe. Neugierig geworden? [Hier geht's zum kostenlosen Probeabo.](#)

BU: Mehr Dart geht in Europa nicht: Die Deutschen Liga-Mannschaftsmeisterschaften (DLMM) mit über 500 Teams und 4.000 Dartspielern am Nürburgring. © games & business