

Pressespiegel 2025

Berichterstattung
NOVOMATIC

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BELGRADE FUTURE GAMING 2025

Text: Salvador M. Vázquez

Photos: EUROPEAN CASINOS-The Elite

A new edition of this exhibition was held at the Belgrade Fair Exhibition Centre in the Serbian capital at the end of May.

This time the event was attended by more than 30 companies, including AMATIC, APEX, FAZI, GEWETE, MERKUR and NOVOMATIC, which showed their latest innovations designed especially for the Eastern European markets.

These exhibitors have recognized the importance of this market, enabling all interested parties to see the state-of-the-art gambling equipment, test it, compare it and buy what they need and what is best.



The first event was held in 2007, as a unique opportunity for the manufacturers of gambling machines, software and accessories to present their products for the first time in Southeastern Europe. In recent years, this trade fair has gathered the leading global manufacturers of products and



Belgrade Convention Center



platforms within the Gaming industry and claimed the very top, as the highest quality manifestation and most visited event of this kind in Southeastern Europe, and a gathering place for all important players. Year after year, Belgrade Future Gaming brings together the leading manufacturers of products and platforms from the international gaming industry, firmly establishing itself as a popular meeting point for all the key players in Southeast Europe.

Among the most important personalities who visited the exhibition, we must highlight the APEX executives, Johannes Weissengruber President, and Michael Heiss, General Manager



NOVOMATIC

www.novomatic.com

At this year's Belgrade Future Gaming Show, Novomatic presented a strong presence alongside long-standing partners FAZI and Admiral Bet. The Admiral Bet Pub once again provided excellent catering and hospitality, making the booth a popular place for visitors. A major highlight at the Novomatic booth was the world premiere of the XTENSION LINK™ ULTIMATE - a brand-new



The Novomatic stand moments before the opening of the show

addition to the XTENSION LINK™ series, now fully optimized for multi-screen cabinets. Novomatic also showcased its extensive cabinet portfolio, offering a wide range of premium hardware solutions that perfectly complement its cutting-edge gaming content. The strong visitor interest and positive feedback once again underscored Novomatic's leading role in the region and its commitment to innovative gaming solutions. At the Novomatic stand, Novomatic partner APEX showcased their latest slot machines, jackpot islands, and gaming platforms - all designed to elevate the player experience and set new industry standards.



An electric atmosphere at the stand



AdmiralBet, the general sponsor of the Serbian national water polo team. Pictured here is Serbian water polo player Nikola Jakšić

NOVOMATIC SIGNS AGREEMENT TO ACQUIRE AINSWORTH VIA SCHEME OF ARRANGEMENT

Novomatic has announced that it has entered into a Scheme Implementation Deed with Ainsworth Game Technology, with the aim of acquiring all of Ainsworth's outstanding shares for a final cash consideration of \$1.00 per share, via a Scheme of Arrangement.

Ainsworth's Independent Board Committee has unanimously recommended that shareholders vote in favour of the transaction. Novomatic already holds a 52.9 per cent stake in Ainsworth, purchased from founder Len Ainsworth in 2016.

The transaction is subject to Ainsworth shareholder approval, as well as other customary conditions, and is expected to close in the second half of 2025.



NOVOMATIC PREMIERES SAPPHIRE PACKAGE IN CASINO PARTOUCHE D'ANNEMASSE

Following its spectacular launch at ICE 2025, Novomatic announced the first global installation of the "sapphire Package". The first installation, at Casino Partouche d'Annemasse in France, features four state-of-the-art DIAMOND X™ 3.32 cabinets and a Superia Games™ Link 1. Players can now enjoy an extraordinary linked jackpot experience brought to life by ultra-modern, high-quality LED signage for stunning visuals and engaging gameplay.



SPIELBANK BREMEN AND CASINO BREMERHAVEN SWITCH TO NOVOVISION™ CMS

Spielbank Bremen and its branch, Casino Bremerhaven, have chosen to implement NOVOMATIC's visionary Casino management solution in stages, gradually introducing a variety of new and exciting services for their guests.

Both Casinos have always been committed to providing modern gaming entertainment and first-class service. As part of their ongoing modernisation, the management decided to invest in a future-proof CMS, choosing NOVOVISION™ (NV).



NOVOMATIC ITALIA OFFERS A WELCOME TO THE FUTURE OF GAMING

Novomatic Italia once again welcomed clients and partners to the Open Days at its Rimini headquarters. The event was dedicated to innovation, strategic vision, and the presentation of the latest gaming solutions, further strengthening the company's leadership in the sector.

The 2025 edition of the Open Days marked a key moment for the company: the inauguration of its new showroom in Rimini. A modern and technologically advanced space designed to offer an immersive and interactive experience. The innovative design and meticulously detailed setup allow visitors to explore the entire range of the Novomatic products that are designed for the Italian market.



GREENTUBE ALLIANCE WITH CODERE ONLINE

Greentube, the digital gaming division of Novomatic, has strengthened its presence in the Spanish market following its agreement with Codere Online.

Codere Online players in Spain can now enjoy Greentube's popular game content, including the hit titles Lucky Lady's Charm Deluxe, Book of Ra and Sizzling Hot Deluxe.



Jürgen Irsigler über TV-Vertrag: "Wir machen uns Sorgen" [Exklusiv]



Jürgen Irsigler, Geschäftsführer von Admiral Sportwetten, spricht im Exklusiv-Interview mit sportsbusiness.at über die Sorgen, wenn die Bundesliga die eigene Medienplattform wirklich umsetzen könnte.

++ sportsbusiness.at exklusiv von Michael Fiala ++

sportsbusiness.at: Die Bundesliga hat nach den aus Sicht der Liga nicht zufriedenstellenden Angeboten angekündigt, dass man im Bereich der TV-Rechte eine eigene Plattform inklusive Vermarktung entwickeln möchte. Inwiefern hat Sie das als Vertreter des Hauptsponsors überrascht?

Jürgen Irsigler: Die Diskussion über diesen Weg gibt es ja schon längere Zeit, dass es dann so konkret wird, war für uns schon überraschend. Wir haben eigentlich erwartet, dass es eine Einigung zwischen den üblichen Broadcastern und der Liga geben wird. Im Moment sieht es so aus, dass das schwierig ist. Und insofern waren wir schon überrascht über die neuesten Entwicklungen.

sportsbusiness.at: Admiral hat den Vertrag mit der

den vergangenen rund 15 Jahren auch Medien (z.B. Horizont, Color of Sports und Medianet), Events (z.B. Mission2Beach, Tag des Sports, Danone Nations Cup), sowie Organisationen (z.B. IAKS) als Redakteur und PR-Berater zur Verfügung. Rechtzeitig

Bundesliga 2023 verlängert, über die aktuelle TV-Periode hinaus. Einem Sponsor geht es natürlich auch immer um Sichtbarkeit. Machen Sie sich diesbezüglich Sorgen, was den aktuell skizzierten Weg der Bundesliga angeht?

Irsigler: Ja, wir machen uns Sorgen, weil es jetzt aus unserer Sicht sehr

Jetzt einloggen oder kostenlos registrieren und das komplette Interview mit Jürgen Irsigler lesen.

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Sie lesen einen exklusiven SB+ Artikel. Um den gesamten Artikel lesen zu können, loggen Sie sich ein oder melden sich hier an. Mit dem kostenlosen sportsbusiness.at Account erhalten Sie den täglichen Newsletter und Zugang zu allen exklusiven SB+ Artikeln.

Österreichs größte Sport-B2B-Community Michael Fiala hat sein berufliches Leben dem Journalismus verschrieben. Zu Beginn seiner beruflichen Laufbahn war er für das Sport-Onlinemedium offside.at tätig, wo er im Marketing und in der Redaktion seine ersten Sporen verdiente. Vor allem die Redaktions-tätigkeit hat es ihm angetan. 2005 wechselte Michael Fiala zur Nachrichtenagentur presstext, wo er als Redakteur für Sport und Wirtschaft zuständig war und auch erste Erfahrungen als Chefredakteur sammelte. 2006 wagte er den Schritt in die Selbstständigkeit und gründete das Fußball-Onlineportal 90minuten.at, dem er bis heute als Herausgeber und Chefredakteur vorsteht. Zusätzlich stand er in

zum ersten Corona-Lockdown folgte mit der Gründung von sportsbusiness.at der nächste große selbstständige Schritt. Sportsbusiness.at hat sich innerhalb von nur zwei Jahren zu Österreichs größter Sport-B2B-Community entwickelt.

asgam.com, 28.07.2025

Independent Expert says Novomatic's US\$104 million Ainsworth takeover proposal is "fair and reasonable"



An Independent Expert tasked with assessing a plan by European gaming giant Novomatic to assume full control of Australian supplier Ainsworth Game Technology (AGT) has described the scheme as "fair and reasonable".

Despite **vocal opposition by a smaller shareholder block**, Lonergan Edwards & Associates Limited stated in a report released Friday that the scheme is "fair and reasonable and therefore in the best interests of Scheme Shareholders in the absence of a superior proposal" because the consideration to be paid to shareholders lies within its assessed valuation range.

Novomatic, which currently owns a majority 52.9% stake in AGT, **will pay shareholders AU\$1.00 per share to acquire the 47.1% interest it does not already hold** should the plan receive all necessary approvals. The deal is valued at AU\$158.6 million (US\$104.3 million).

The Independent Expert said it values AGT shares in the range of AU\$0.93 to AU\$1.07 per share.

Outlining the advantages of proceeding with Novomatic's proposal, the Independent Export added that the offer also represents a significant premium to the recent market prices of Ainsworth shares prior to the announcement of the scheme on 28 April 2025 and is consistent with observed premiums generally paid to target company shareholders in comparable circumstances.

"If the Scheme does not proceed, and in the absence of an alternative offer or proposal, the price of Ainsworth shares is likely to trade at a significant discount to our valuation and the Scheme Consideration due to the difference between the value of Ainsworth shares on a minority interest or portfolio basis and their value on a 100% controlling interest (takeover) basis," it said.

Disadvantages would, the Independent Expert said, include no longer holding any interest in Ainsworth and therefore being unable to participate in any future value created by the company.

"However, as the Scheme Consideration lies within our assessed value range of Ainsworth shares, in our opinion, the present value of Ainsworth's future potential is reflected in the Scheme Consideration," it wrote.

"Given the above analysis, we consider the advantages of the Scheme to outweigh the disadvantages. Accordingly, in our opinion, the acquisition of Ainsworth shares under the Scheme is fair and reasonable and therefore in the best interests of Scheme Shareholders, in the absence of a superior proposal."

Kjerulf Ainsworth, the second-largest shareholder of Ainsworth Game Technology (AGT) and son of company founder Len Ainsworth, had recently **accused the company of undervaluing property assets** in its bid to privatize while outlining his belief that AGT shares should be worth closer to AU\$3 per share.

cdcgaming.com, 25.07.2025

Nevada regulators sign off on Novomatic executive as it quizzes company on Austrian criminal investigation and AGT acquisition



Photo: CDC Gaming composite illustration

The Nevada Gaming Commission signed off on a Novomatic executive's licensing after getting reassurances that criminal investigations involving the company in Austria have wound down with no findings.

The Commission on Thursday backed a recommendation from Nevada Gaming Control Board to find Stefan Krenn as a suitable member of the executive board of Novomatic, the gaming technology company that is in the midst of acquiring slot machine manufacturer Ainsworth Game Technology.

The case, which dates back to 2019 and involved former CEO Harald Neumann and owner Johann Graf, deals with allegations that the company sought favorable treatment through its board appointments. Neumann left Novomatic and assumed the role as the CEO of Ainsworth in 2021. Novomatic made a deal in April to acquire the outstanding shares in AGT after holding 53%.

Commission member George Markantonis said Neumann's "behaviors, activities and involvement in the organization has raised a lot of legal question marks." He asked Krenn how close he was to the situation, and Krenn said he had never been a suspect in the investigation.

Neumann has denied the allegations and AGT told the media that one investigation remains and expects to be dismissed as the story was regurgitated in Australia in June where AGT is headquartered.

Novomatic legal counsel Michael Rohregger, who's representing the company in the criminal investigation in Austria and spoke to the Commission via video from Vienna, said Neumann was the center of the suspicion in the matter but confirmed the prosecutor has closed four of five investigative items. One remaining matter covers Neumann, but that issue doesn't involve Novomatic but him as a member of a supervisory board of another company.

"In that one remaining item the prosecutor proposed to also close the file, but the second prosecutor asked them to investigate specific questions a little further," Rohregger said. "He hasn't decided yet. My expectation and my hope is that this last item will be closed by the prosecutor."

The remaining case involved the chief financial officer of Casinos Austria, who was appointed with the help of Neumann – a member of the supervisory board at Casinos Austria.

"I appreciate your assurances," Markantonis said. "Please know that was I implying Mr. Krenn that you were involved, but that gentleman's name pops up all over the place with Novomatic in every single legal thing we have looked at in our materials."

Commission member Rosa Solis-Rainey said they were concerned about the status of the investigation and that she's satisfied with what she's heard.

Commission member Brian Krolicki said they have to ask these questions and get updates and that he hopes the investigation concludes by the end of the year.

"I applaud your background and your journey through Novomatic has been exemplary, and I am delighted to support your application," Krolicki said to Krenn.

Krenn said he is one of three members of the executive board and that Novomatic AG as the holding company has more than 200 subsidiaries. He said he's in charge of ensuring the business strategy is carried out and the business model works. He also ensures that laws and regulations are followed.

Novomatic is in more than 100 countries with Europe its core market. It has more than 20,000 employees.

In response to questions about AGT, Krenn said even as a majority shareholder, Novomatic can't influence a company like Ainsworth and that buying it would provide "a great opportunity for both companies If we fully consolidated it" into Novomatic AG.

"The next step is an Australian court approving the scheme and if it is, it will be made publicly available to the shareholders," Krenn said. "This could be the end of August or beginning of September."



ADM READY TO GOVERN ITALY'S REAWAKENED ONLINE GAMBLING MARKET

ADM, Italy's **Customs and Monopolies Agency**, has extended the deadline to end its tender operations and checks of new online gambling concessions, pushing the closing date from 17 September to 12 November 2025.

The decision was taken to allow ADM agents to manage the 'procedural complexity' of the tender process, citing the need for extensive documentation and eligibility checks on applicants seeking to operate under Italy's new gambling regime.

Providing an update, the ADM confirmed that it has received 52 applications from 46 companies. The licensing stage alone has generated €365m in direct revenue for the ADM, comfortably surpassing the **Ministry of Economy's** (MEF) original target of €300–350m.

As part of the relaunch of Italian online gambling, the ADM stated: "Each successful bidder will be required to submit formal documentation within 35 days of the award and will have six months to go live under the terms of Italy's new, stricter regulatory regime."

With this, the first stage of a "refreshed market" is now complete. The ADM and MEF project with confidence that Italian online gambling will surpass €5.5bn in annual gross gaming revenue (GGR) by 2026.

As expected, the licensing window was led by the renewal of Lottomatica and Flutter Entertainment, each securing the maximum of five licences.

For the 'Big Two', the stakes are high. Flutter International CEO **Dan Taylor** told SBC of a concentrated multi-million euro "*Flutter Edge*" investment aimed at enhancing technology and improving cost controls for its localised brands, SNAI and SISAL. The project begins with the relaunch of SISAL's online gambling offering, spearheaded by Tombola.

Market observers will note a marked shift in the competitive make-up of Italy's online gambling sector as foreign operators renew their licences under the terms of the revised regime. Among those vying for market share are Austria's **Novomatic**, the UK's **Eurobet** and **Betpoint**, and new challengers such as **Stake**, **DAZN Bet**, and **Marathonbet**.

Spain's **Cirsa**, via its E-Play24 platform, is joined by France's **Winamax** and London-listed **evoke**, which enters the market under its **William Hill** and **888** brands. Meanwhile, established Nordic and British firms such as **Betsson**, **bet365**, **Stanleybet**, and MGM-owned **LeoVegas** are also renewing their positions, signalling a broad and intensifying competitive field.

As competition heats up, so does the likelihood of renewed consolidation. International observers expect aggressive jockeying for market share, and speculation is already mounting over possible mergers and acquisitions once licences are secured. Italy appears poised to become Europe's next M&A battleground in gambling.

Yet perhaps the most consequential development lies not in licensing, but in sport and politics. **Andrea Abodi**, the Minister for Sport, is preparing a legislative reform package of a **New Sports Law** [this autumn](#) that could overturn one of the sector's most contentious constraints: the Dignity Decree.

Introduced in 2018 as part of a populist agenda to curb gambling harm, the decree imposed a blanket ban on gambling advertising and sponsorship — cutting off a vital revenue stream for sports teams and broadcasters while pushing much of the advertising spend into unregulated channels.

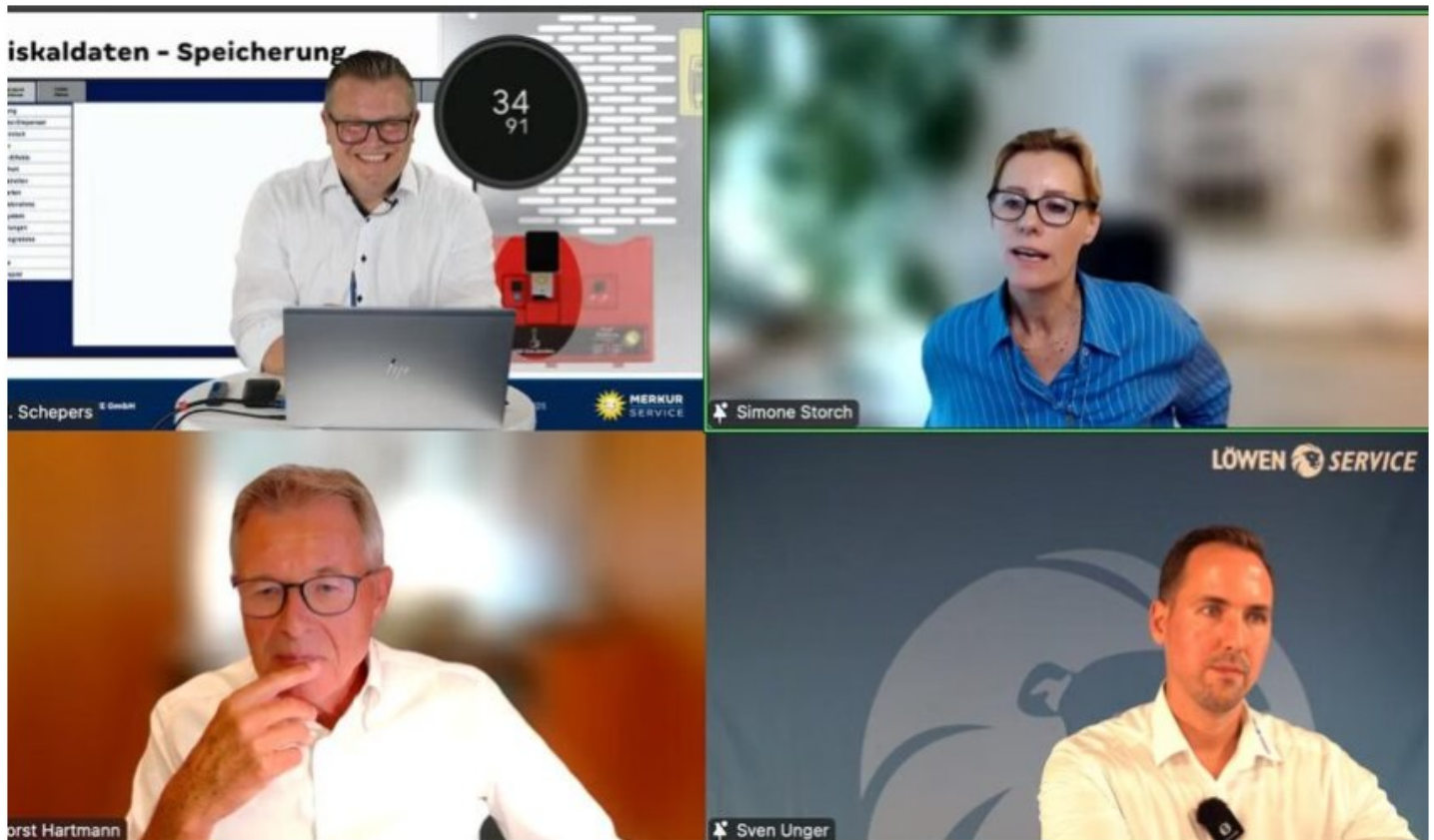
Operators have long argued that the ban has done little to reduce gambling harm and has largely benefited offshore and unlicensed operators. Now, with the industry restructured and contributing significantly to tax revenues, momentum is building for a return to a more pragmatic advertising policy.

A vocal critic of the Decree, Abodi has described the restriction as a "blunt populist tool" that has cost Italian sport tens of millions of euros in lost investment — funds that could have been used to upgrade stadiums and support youth programmes.

According to a joint alliance of Serie A clubs, the advertising ban has cost them €180m in revenue since 2019. As one club executive put it: "The ban didn't clean up gambling. It just turned off the lights."

Italy's renewed licensing drive, the steady march of regulatory modernisation, and the potential liberalisation of advertising suggest a market on the verge of transformation. The era of political grandstanding may be coming to an end. Simply put, the government has finally acknowledged that competition in Italian gambling has been reawakened.

gamesundbusiness.de, 25.07.2025



BAkademie: Generationenwechsel bei der Betriebsprüfung

„Bei der Betriebsprüfung hat sich viel verändert“, berichtete Steuerberater Horst Hartmann im Rahmen einer Online-Veranstaltung der BAKademie zu dem Thema. Deshalb sei es ein Trugschluss, wenn sich Automatenunternehmer durch problemlose Prüfungen in der Vergangenheit in Sicherheit wähnen. Auch Marco Schepers, Unternehmensbeauftragter Gerätesicherheit bei Merkur Service, beobachtet einen Generationswechsel auf den Ämtern: „Die Boomer gehen – die GenZ kommt.“

Tieferes Wissen als Unternehmer

Damit gehen Änderungen einher, die sich konkret auf die Betriebsprüfung auswirken. Zum einen seien heute deutlich mehr Prüfer unterwegs, die sich speziell mit der Automatenbranche auskennen, erklärt Hartmann. Diese verfügten häufig über ein tieferes Wissen über die Daten aus Geldspielgeräten als die Unternehmer selbst. Zum anderen ist die Betriebsprüfung längst keine Aktenprüfung mehr, sondern funktioniert nur noch datenbasiert.

Ziel der Betriebsprüfung sei es, Schwächen in Buchhaltung oder Datenspeicherung aufzudecken, so Hartmann. Werden solche Fehler gefunden, wird die Aussagekraft der Buchhaltung angezweifelt und eine Hinzuschätzung als sogenannter (Un-)Sicherheitszuschlag veranschlagt. Umso entscheidender sei es sich auf die Prüfung entsprechend vorzubereiten und so bares Geld zu sparen. Wichtig zu beachten ist laut Hartmann außerdem, dass nicht nur die Fiskal- und VDAI-Daten aus den Geldspielgeräten gespeichert werden müssen. Auch die elektronischen Daten aus Geldwechselgeräten, Auslesegeräten und Registrier-/Kellnerkassen müssen bei der Betriebsprüfung vorgelegt werden.

Die Veranstaltung der BAKademie lieferte weitere Einblicke, beispielsweise in die Prüfmethoden. Den kompletten Bericht zur Veranstaltung finden Sie in unserer Augustausgabe. [Hier geht's zum kostenfreien Probeabo.](#)

Bild: Simone Storch (oben rechts), Geschäftsführerin des Bundesverbands Automatenunternehmen (BA), sprach mit den Experten Horst Hartmann (l. u.), Marco Schepers (l. o.), Merkur Service, und Sven Unger (r. u.), Löwen Entertainment, über die wichtigsten Aspekte der Betriebsprüfung. (Screenshot aus Veranstaltung)

indiangaming.com, 24.07.2025

Ainsworth Announces New Leadership Appointments



LAS VEGAS, NV – Ainsworth Game Technology has reorganized its sales, marketing, and product management teams as part of an ongoing effort to improve operations.

Key appointments have been made, with long-term Ainsworth veterans being promoted to leadership positions in the sales department. Chris Calitri, a veteran of the racing and gaming industry with over eight years at Ainsworth, has been promoted to Director of Historical Horse Racing (HHR), where he will oversee the commercialization of the company's HHR system and portfolio of games. Gary Fairchild, who has held roles of increasing responsibility at Ainsworth for over nine years and with over 17 years in the industry, will now serve as Regional Sales Director – West for the company, and Jack Valadez, with over 20 years of experience on both the operator and manufacturing sides of the industry, will serve as Regional Sales Director – East.

"We are proud to have so much talent on our team here at Ainsworth, and to make these well-deserved internal promotions," said Sean Evans, Vice President of Sales, Marketing, and Product Strategy for Ainsworth. "Chris, Gary, and Jack bring a wealth of knowledge and experience to these roles, and with their history in their regions and with the company, they will be able to hit the ground running as they focus their teams on customer support and success."

Marketing and Product Management, both departments that are critical in supporting the sales and product functions of the company, will also benefit from new day-to-day leadership as industry and company veterans take on those roles. Lesley Hodges, an industry veteran with over 20 years of experience, will take on the role of Senior Director of Marketing, while Jeannette Lima, with over eight years in varying roles at Ainsworth, has been promoted to Director of Product Management and Strategy.

"Lesley and Jeannette have been supporting our marketing and product initiatives for some time now, and we are happy to formalize their roles as the heads of these departments," said Evans. "Ensuring that we deliver the games that the market is asking for and support our customers and our sales team with effective marketing strategies and programs is important to the growth of the company. With these appointments, we aim to show our customers and players that we are listening to their feedback and working to deliver products that energize their experience, along with the tools and support our customers need to promote their success. With this realignment of our teams, we have added a new level of focus to each of these areas. We expect our customers and players to experience an increase in the performance of Ainsworth's products and service as we strive to grow Ainsworth's presence, promote the brand, and reinforce our relationships across the industry."

cdcgaming.com, 24.07.2025

Ainsworth details personnel changes



Photo: CDC Gaming

Ainsworth Game Technology recently announced a realignment of its sales, marketing, and product management functions. A release stated that the realignment was done to “transform itself as a top industry supplier and increase stakeholder value.”

Chris Calitri, a veteran of the racing and gaming industry with more than eight years at Ainsworth, has been promoted to Director of Historical Horse Racing, where he will oversee the commercialization of the company's HHR system and portfolio of games.

Gary Fairchild, who has been with Ainsworth for more than nine years, with 17 years in the industry, will serve as Regional Sales Director – West for the company.

Jack Valadez, with more than 20 years of experience on the operator and manufacturing sides of the industry, will serve as Regional Sales Director – East.

“We are proud to have so much talent on our team here at Ainsworth, and to make these well-deserved internal promotions,” Ainsworth Vice President of Sales, Marketing, and Product Strategy Sean Evans said in a statement. “Chris, Gary, and Jack bring a wealth of knowledge and experience to these roles, and with their history in their regions and with the company, they will be able to hit the ground running as they focus their teams on customer support and success.”

Ainsworth’s marketing and product management department also announced changes. Lesley Hodges, with more than 20 years of experience, will become Senior Director of Marketing, while Jeannette Lima, with more than eight years in varying roles at Ainsworth, has been promoted to Director of Product Management and Strategy.

“Lesley and Jeannette have been supporting our marketing and product initiatives for some time now, and we are happy to formalize their roles as the heads of these departments,” Evan said. “Ensuring that we deliver the games that the market is asking for and support our customers and our sales team with effective marketing strategies and programs is important to the growth of the company.

“With these appointments we aim to show our customers and players that we are listening to their feedback and working to deliver products that energize their experience, along with the tools and support our customers need to promote their success. With this realignment of our teams, we have added a new level of focus to each of these areas. We expect our customers and players to experience an increase in the performance of Ainsworth’s products and service as we strive to grow Ainsworth’s presence, promote the brand, and reinforce our relationships across the industry.”

gamblinginsider.com, 24.07.2025

ONLINE SPORTS BETTING APPOINTMENTS

Ainsworth promotes senior staff in internal restructure of sales and product divisions

The realignment follows months of regulatory scrutiny and aims to enhance service delivery across key markets.



Key points:

- Ainsworth promotes six internal leaders to strengthen its sales, marketing and product strategy
- The company highlights improved focus on customer experience and regional support
- Changes come amid ongoing efforts to stabilise global performance and reinforce industry relationships

Ainsworth Game Technology has announced a broad internal restructure across its sales, marketing and product management functions, appointing six long-serving staff members to senior positions.

In the sales division, Chris Calitri has been promoted to Director of Historical Horse Racing, where he will lead the company's HHR commercial strategy.

Regional sales leadership will be shared between Gary Fairchild (West) and Jack Valadez (East), both of whom bring over 17 years of gaming industry experience.

Lesley Hodges, an industry veteran with over two decades in marketing, steps in as Senior Director of Marketing, while Jeannette Lima, who has worked in multiple roles at Ainsworth since 2016, becomes Director of Product Management and Strategy.

Good to know: Ainsworth recently reported a \$14m H1 profit before tax, driven by a recovery in the Australian market following the launch of its Raptor cabinet

Sean Evans, VP of Sales, Marketing and Product Strategy, said: "We are proud to have so much talent on our team here at Ainsworth and to make these well-deserved internal promotions. These appointments add a new level of focus to each of these areas."

The restructure comes during a complex period for Ainsworth. In June 2025, the company issued a public statement addressing media reports that linked CEO Harald Neumann and controlling shareholder Novomatic AG to a longstanding Austrian corruption probe. Most of the investigations have since been dropped, with no findings of wrongdoing.

Novomatic, which currently owns 52.9% of Ainsworth, is awaiting shareholder approval for a full acquisition of the company, with a deal expected to finalise by the end of Q2 2025.

yogonet.com, 24.07.2025

IN PUERTO RICO'S NORTHERN REGION

Ainsworth's Triple Troves slot series launches at Casino Atlántico Manatí



Casino Atlántico Manatí in Puerto Rico has introduced TRIPLE TROVES, a new slot series developed by **Ainsworth**, to its gaming floor in Manatí, Puerto Rico. The release includes two titles, Dragons Delight and Reigning Rhino, and is presented on Ainsworth's RAPTOR cabinet.

Designed with multiple bonus features and jackpot options, the new games offer updated visual elements and fast-paced gameplay. The RAPTOR cabinet features a curved display and lighting elements intended to support immersive game design.

The addition comes as part of an ongoing rollout of Ainsworth's newer content in markets across Latin America and the Caribbean. The company's products are currently in use in several venues throughout the region.

Casino Atlántico Manatí, located in Puerto Rico's northern corridor, operates a gaming floor with more than 300 slot machines, in addition to table games. The installation of TRIPLE TROVES follows previous product placements from Ainsworth at the venue.

Recently, the company also **successfully deployed its A-STAR RAPTOR gaming cabinets and SAN FA game family at Casino Bingo Oasis Pilar**, expanding its footprint in Argentina with a blend of advanced hardware and high-performing game content.

The SAN FA titles **Pandas, Rabbits, Tigers, and Dragons** are recognized for their Asian-inspired graphics, strong mathematical models, and dynamic in-game features such as the POTS Bonus and progressive jackpots.

isa-guide.de, 24.07.2025

Triumphale Opernpower auf dem Gendarmenmarkt

Anna Netrebko glänzte beim Classic Open Air - ein Abend zwischen Weltklassemusik, orchesterlicher Brillanz und Berliner Kulturgeschichte

Der frisch restaurierte Gendarmenmarkt bot gestern erneut die perfekte Bühne für das Abschlusskonzert des Classic Open Air, das wegen des Unwetters um einen Tag verschoben wurde - eine organisatorische Meisterleistung, wie der Gründer und Gesellschafter und Partner des Classic Open Air, **Mario Hempel**, stolz verkündete. Neben Operndiva **Anna Netrebko** und dem dramatischen Tenor **Yusif Eyvazov**, der zu den herausragenden Tenören seiner Generation gehört, brillierten die georgische Mezzosopranistin **Anita Rachvelishvili** und der argentinische Bariton **Fabián Veloz** mit Arien aus **Aida**, **Rigoletto** oder **Il Trovatore** des legendären Komponisten Giuseppe Verdi.



Primadonna Anna Netrebko mit Gerhard Wilhelm, Sprecher der Geschäftsführung der Spielbank Berlin, Kultursponsor und Förderer des Berliner Kulturlebens. (Foto: BERLINboxx)



Stimmgewaltiges Duo am Gendarmenmarkt: Anna Netrebko und Yusif Eyvazov. (Foto: BERLINboxx)

Unter der Leitung von **Michelangelo Mazza** brillierte das Baden-Baden Philharmonic Orchestra - ausgewogen in Dynamik und Klangfarbe, mit präziser Abstimmung zwischen Solisten und Orchester - ein musikalisches Glanzlicht in der Berliner Sommernacht.

Ein Platz von Weltrang im globalen Vergleich

Der restaurierte Gendarmenmarkt reiht sich ein in die Liga großer Open-Air-Spielstätten

wie die Arena di Verona, die Piazza San Marco oder den Place des Vosges. Doch er bewahrt sein ganz eigenes Profil: urban, barrierefrei, historisch bedeutend - ein Ort, der klassische Musik demokratisch in die Stadt hineinträgt und dabei gleichzeitig majestätisch wirkt.

Beim anschließenden Empfang verriet **Anna Netrebko** Kultur-Sponsor **Gerhard Wilhelm**, Sprecher der Geschäftsführung der Spielbank Berlin, die in diesem Jahr ihr 50-jähriges Bestehen in der Hauptstadt begeht, ihre nächsten Pläne wie Auftritte in der Arena di Verona, der Wiener Staatsoper oder im Royal Opera House London.

Gerhard Wilhelm: „Musik ist eine universelle Sprache, die Menschen über Grenzen hinweg verbindet - und genau das haben wir beim Konzert der vier Ausnahmekünstler auf dem Gendarmenmarkt erlebt. Die künstlerische Exzellenz der Gesangsdarbietungen war überwältigend, ein emotionales Erlebnis auf höchstem Niveau. Als Spielbank Berlin sind wir stolz darauf, diese kulturellen Sternstunden möglich zu machen und sehen es als unsere Verpflichtung an, den Kulturstandort Berlin nachhaltig zu fördern“.



Engagiert für Berlin: Gerhard Wilhelm mit Gästen beim festlichen Ausklang eines unvergesslichen Konzertabends.
(Foto: BERLINboxx)



Tosender Applaus auf dem Gendarmenmarkt: Ein Abend für die Ewigkeit – Viva la Musica! (Foto: BERLINboxx)

Auch der Regierende Bürgermeister von Berlin, **Kai Wegner**, betonte als **Schirmherr** des Classic Open Air: „Das renommierte Konzert-Festival ist ein seit über 30 Jahren fest etablierter Glanzpunkt im Berliner Kulturkalender und bringt die Creme de la Creme der internationalen Musikwelt auf eine der schönsten Freilicht-Bühnenarrangements der Welt. Das Classic Open Air trägt zur Strahlkraft der Berliner Kultur bei und zieht zu Recht viele Besucherinnen und Besucher aus dem In- und Ausland an“.

Mit dem Classic Open Air hat Berlin erneut seinen **Status als Welt-Musikmetropole** begründet.

yogonet.com, 23.07.2025

EXPANDING ARGENTINA FOOTPRINT

Ainsworth launches RAPTOR cabinets, SAN FA game series at Casino Bingo Oasis Pilar



Ainsworth Game Technology has successfully deployed its A-STAR RAPTOR gaming cabinets and SAN FA game family at **Casino Bingo Oasis Pilar**, expanding its footprint in Argentina with a blend of advanced hardware and high-performing game content.

The SAN FA titles **Pandas, Rabbits, Tigers, and Dragons** are recognized for their Asian-inspired graphics, strong mathematical models, and dynamic in-game features such as the POTS Bonus and progressive jackpots.

The series launched with a **GRAND** jackpot starting at **ARS 10 million (around \$10,000)**, making an immediate impact on the casino floor and confirming its status as one of Ainsworth's top-performing game families across Latin America and Europe.

The A-STAR RAPTOR cabinet, Ainsworth's latest hardware innovation, includes a 43-inch curved Ultra HD screen, immersive LED lighting, and an ergonomic design aimed at elevating both visual appeal and player comfort. The unit is tailored for high-impact game content and engineered to stand out in competitive gaming environments.

To support the launch, **Casino Bingo Oasis Pilar hosted a three-day in-room celebration from June 26 to 28**, boosting player engagement and promoting the new machines.

Ainsworth said the installation underscores its ongoing strategy to deliver tailored gaming solutions across Latin America. The company thanked Casino Bingo Oasis Pilar for its partnership in launching the new offering, calling it a boost to regional entertainment standards.

gamingamerica.com, 23.07.2025

Ainsworth promotes numerous employees to leadership positions



The gaming supplier made official appointments within its sales, marketing and product development teams, described as a 'critical realignment' for each department.

Key points:

- Chris Calitri was promoted to Director of Historical Horse Racing, while Gary Fairchild and Jack Valadez were appointed as Regional Sales Directors – West and East, respectively
- In marketing and product management, Lesley Hodges was promoted to Senior Director of Marketing as Jeannette Lima takes over as Director of Product Management and Strategy

In what was described as a “critical realignment” of its sales, marketing and product development functions, Ainsworth Game Technology (AGT) has made numerous official appointments for leadership roles within each sector.

Chris Calitri was promoted to Director of Historical Horse Racing (HHR), where he will oversee the commercialization of the suppliers’s HHR system and portfolio of games. Gary Fairchild and Jack Valadez were each appointed to the role of Regional Sales Director, as Fairchild will oversee business in the West and Valadez responsible for the East.

“We are proud to have so much talent on our team here at Ainsworth, and to make these well-deserved internal promotions,” Ainsworth VP of Sales, Marketing and Product Strategy Sean Evans said.

“Chris, Gary and Jack bring a wealth of knowledge and experience to these roles, and with their history in their regions and with the company, they will be able to hit the ground running as they focus their teams on customer support and success.”

Additionally, in marketing and product management, Lesley Hodges was promoted to Senior Director of Marketing as Jeannette Lima takes over as Director of Product Management and Strategy. Hodges has over 20 years of experience within the gaming industry while Lima has spent the previous eight years serving various roles for the company.

Good to know: Ainsworth announced the *successful installation of its first cabinet bingo games in Ontario* at Delta Bingo & Gaming’s Toronto, Downsview location on September 17, 2024

Evans also commented on the marketing and product development appointments, having said, “Lesley and Jeannette have been supporting our marketing and product initiatives for some time now, and we are happy to formalize their roles as the heads of these departments.

“Ensuring that we deliver the games that the market is asking for and support our customers and our sales team with effective marketing strategies and programs is important to the growth of the Company. With these appointments we aim to show our customers and players that we are listening to their feedback and working to deliver products that energize their experience, along with the tools and support our customers need to promote their success.”

Evans would go on to state Ainsworth has added a “new level of focus” for each sector with the appointments, while customers and players are expected to experience “an increase in the performance” of the supplier’s product and services.

45 Jahre NOVOMATIC – vom kleinen Team zur Technologiekraft



Herzlichen Glückwunsch zu 45 Jahren NOVOMATIC. Das Technologie-Unternehmen blickt auf 45 Jahre Geschichte zurück. (Bildquelle: Novomatic auf Facebook)

Heute steht NOVOMATIC für ein breites Portfolio an Gaming-Technologien, Services und Systemlösungen. Diese sind weltweit im Einsatz, und das nicht nur in Spielbanken, sondern auch bei [Online Casinos](#) wie Novoline. Der Gaming-Konzern ist in über 100 Ländern aktiv und in vielen davon ist er sogar Marktführer. Neben virtuellen Automatenspielen, die vor allem vom Tochterunternehmen Greentube entwickelt werden, bietet NOVOMATIC auch Biometrische Zutrittsysteme, Sportwettenlösungen, Casino-Management-Systeme und weitere Technologieprodukte an. Dieses breite Produkt- und Serviceangebot macht NOVOMATIC zu einem Komplettanbieter für Gaming-Technologien.

NOVOMATIC schaut auf 45 Jahre Erfolgsgeschichte zurück. Auf seinen Social Media Kanälen erinnert sich das Unternehmen noch einmal an seinen Start und wie sich das Team in den vergangenen Jahrzehnten entwickelt hat. Die Geschichte ist klar: Vom kleinen Team zur globalen Technologiekraft im Gaming-Bereich. Was im Jahr 1980 mit 12 engagierten Mitarbeitenden begann, ist heute eine erfolgreiche internationale Geschichte. Mittlerweile gehört das Unternehmen zu den führenden Playern im globalen iGaming-Bereich mit über 20.000 Mitarbeitenden. Wir gratulieren zu 45 Jahren NOVOMATIC!

Das [45-jährige Jubiläum](#) ist mehr als ein Rückblick. Es ist ein bedeutender Anlass, sowohl für die Unternehmensführung als auch für die Teammitglieder. NOVOMATIC konnte sich in den vergangenen Jahren immer an der Spitze der Glücksspielbranche halten, trotz Regulatorik, Digitalisierung, neue Spielbedürfnisse und gesellschaftliche Erwartungen. Das Unternehmen aus Österreich stand wie andere Vertreter oft vor den Herausforderungen, diese Bedingungen zu erfüllen.

45 Jahre NOVOMATIC: Eine Vision wird zur Realität

Der Grundstein des heutigen Technologieunternehmens lag in einer klaren Vision. Ziel war es, technologische Innovationen im Gaming-Bereich zu schaffen und den Markt mit modernen Lösungen zu gestalten. Schon früh erkannte man bei NOVOMATIC, dass der Schlüssel zum Erfolg nicht nur in den Produkten liegt, sondern in der Fähigkeit, sich stetig den Entwicklungen anzupassen.

Innovation ist keine Notwendigkeit, sondern eine Konstante

Was NOVOMATIC in 45 Jahren auszeichnet, ist die Bereitschaft, sich stetig weiterzuentwickeln. In einer Branche, die sich technologisch stetig verändert, hat das Unternehmen frühzeitig auf eigene Entwicklungszentren und Forschung gesetzt. Ziel von NOVOMATIC ist es, nicht nur den aktuellen Spieltrends zu folgen, sondern sie auch mitzugestalten. Welche Trends hat NOVOMATIC mitgestaltet? Nachdem der Ruf nach mehr Spielerschutz, Alterskontrolle und sicherem Zugang zu sensiblen Bereichen immer lauter wurde, hat NOVOMATIC nicht einfach nur einen bestehenden Markttrend übernommen, sondern frühzeitig eine eigene Lösung namens NOVOVISION™ access entwickelt. Dieses System basiert auf einer modernen Biometrie und ermöglicht eine fälschungssichere Zutrittskontrolle in Spielstätten. Jedoch hat NOVOMATIC nicht nur diese Technologie auf den Markt gebracht, sondern verwaltete auch digitale Wallets oder Cloud-basierte Plattformlösungen.

NOVOMATIC hat noch viel vor in Zukunft

Anlässlich des 45-jährigen Jubiläums schaut NOVOMATIC nicht nur in die Vergangenheit, sondern auch in die Zukunft. Natürlich kann das Unternehmen, welches unter anderem die Online Marke [Novoline](#) aufgebaut hat, stolz auf seine Vergangenheit sein. Jedoch ist es nun auch an der Zeit, in die Zukunft zu blicken. NOVOMATIC sieht in der Veränderung des Markts vor allem eine Chance, neue Produkte und nachhaltige Geschäftsmodelle zu etablieren. Wir können also alle gespannt sein, was in Zukunft aus dem Hause NOVOMATIC die iGaming-Welt bereichert.



NOVOMATIC hat in 45 Jahren nicht nur einen Konzern aufgebaut, sondern eine Kultur geschaffen. Diese ist geprägt von Innovationsfreude, Verantwortung und dem Willen, gemeinsam die Zukunft zu gestalten. (Bildquelle: NOVOMATIC auf Facebook)

gamingintelligence.com, 21.07.2025

Greentube takes content live in Germany with bet365



Novomatic's iGaming subsidiary Greentube has taken its portfolio of slots live in Germany with bet365 Slots.

The rollout includes some of Greentube's most popular titles, including Book of Ra deluxe, Lucky Lady's Charm deluxe and Lord of the Ocean.

"Launching with such a prominent operator as bet365 Slots in Germany is significant, and we're proud to provide our market-leading content to their player base," said Greentube commercial director David Bolas.

"Germany is a key market for Greentube, and this collaboration not only strengthens our relationship with bet365 but also further cements our position as one of the market's premium content providers."

A spokesperson from bet365 Slots, added: "We are delighted to partner with Greentube to bring its exceptional portfolio of games to our players in Germany.

"Greentube's content, particularly its renowned classics and exciting new titles, has a proven track record of success, and we are confident that our German customers will thoroughly enjoy the high-quality entertainment they provide. This collaboration further enhances our offering of a diverse and premium slots experience."

This deal follows on from the agreement Greentube struck with [bet365 in Ontario](#) earlier this month.