

THE WORLD OF



NOVOMATIC



NOVOMATIC Headquarters | Gumpoldskirchen



WINNING TECHNOLOGY

OUR MISSION

When it comes to earning the trust of our customers, partners and employees, we have been doing everything in our power for nearly 40 years.

NOVOMATIC was established in 1980 by Prof. Johann F. Graf. Since then, the Group has developed into Europe's largest and one of the world's largest gaming technology groups. The NOVOMATIC Group has a global presence through a large number of subsidiaries and has achieved leading market positions in Austria, Germany, Italy, Spain, the Netherlands, the United Kingdom and the CEE/SEE region.

All companies in the Group are characterized by a high level of social responsibility and are therefore only active in markets with clearly defined legal frameworks. To date, industrial know-how has helped NOVOMATIC to obtain around 4,800 registered IP rights and form a stable basis for the "WINNING TECHNOLOGY" promise.

A CLAIM TO INNOVATION

OUR SUCCESS

STORY



As Europe's largest high-tech gaming technology group, we can look back on nearly 40 years of success.

NOVOMATIC Automatenhandels GmbH was founded by the industrialist Prof. Johann F. Graf in Gumpoldskirchen in 1980. It was then that Professor Graf formulated a philosophy that is still valid today: "A special product, manufactured to the highest quality and paired with the greatest possible user-friendliness, will be successful." Looking ahead, he realized that there was enormous potential in switching from electromechanics to electronics. With the production of the first in-house slot machine, the Admiral 3000, an innovative basis was created on which one of the world's most successful gaming technology groups could develop: NOVOMATIC.

1980

ESTABLISHMENT

Founded by Professor Johann F. Graf, Austria

1985

INTERACTIVE REVOLUTION

First NOVOMATIC dual screen terminals revolutionize the market

1989

MARKET ENTRY

Central, Eastern and Southern Europe

ACQUISITION
Astra Games Ltd.,
United Kingdom



ACQUISITION
LÖWEN Entertainment GmbH,
Gaming terminal manufacturer,
Germany



ESTABLISHMENT
ADMIRAL Casinos &
Entertainment AG in
Switzerland and Advanced
Technology Systems
International S.A.
in Poland



INNOVATION
Development of the Coolfire™
casino hardware platform,
presentation of the first
multiplayer machines, and
roulette automation through
the development of
TouchBet® Roulette



DEVELOPMENT
Revolutionary development
of the AWP sector:
market launch of
interactive multi-games and
development of the first
multiplayer machines



ESTABLISHMENT
ADMIRAL Sportwetten GmbH,
Austria



2004

2003

2000

1997

1995

1991

2005

2006

2007

2009

2010

INAUGURATION
Casino ADMIRAL Prater,
Austria



REVOLUTION
LÖWEN Entertainment GmbH
revolutionizes the German
gaming market with the new
multi-game concept NOVOLINE™



ACQUISITION
Crown Technologies GmbH,
Premium gaming terminal
manufacturer, Germany
Crown Gaming S.A.C., Peru



INAUGURATION
New NOVOMATIC HQ
in Gumpoldskirchen, Austria



BONDS
Two corporate bonds with a
total volume of EUR 350 million,
Austria

MARKET ENTRY
Italy
Online market entry
via acquisition of the
Greentube Group, Austria



2014

BOND

Corporate bond with a volume of EUR 200 million, Austria

INAUGURATION

Hotel Casino FlaminGO, Macedonia

ACQUISITIONS

Luxury Leisure Ultd., United Kingdom, Scotland

GiGames S.L., Spain



Elam Group Electronic Amusement B.V., Netherlands

MARKET ENTRY

Israel, Illinois, Costa Rica, Honduras, Guatemala

2013

BOND

Corporate bond with a volume of EUR 250 million, Austria

MARKET ENTRY

Netherlands, Romania (with VLTs), Eurocoin Gaming B. V., JVH exploitatie, Netherlands Betware Holding hf., Iceland

**ACQUISITION**

Substantial assets from the Danoptra Gaming Group (Bell-Fruit Group and Gamestec Leisure Ltd.), United Kingdom

**ESTABLISHMENT**

NOVOMATIC Americas Holding Inc., USA

2012

2011

ACQUISITION

Spielbank Berlin, Germany



2015

ACQUISITIONS

BlueBat Games Inc., Canada



AbZorba LLC, USA

Casino Tornado, Lithuania

Österreichische Lotterien GmbH, Austria

Playnation Ltd., United Kingdom

MARKET ENTRY

Madrid (operations), Catalonia (lottery)

CORPORATE CREDIT RATING

S&P assigns NOVOMATIC AG an investment grade rating of BBB and a stable outlook

PROMISSORY NOTE BONDS

with a volume of EUR 275 million, Austria

2016

ACQUISITIONS

Electronic Systems S.p.A, Italy

MG Gaming S.r.l., Italy

Casinos Austria AG, Austria

Lotaria Kombëtare, Albania

OTIUMGI S.L., Spain

Talarius Ltd., United Kingdom

**MARKET ENTRY**

Tunisia (lottery), France

INAUGURATION

Casino Admiral San Roque, Spain
New headquarters for Greentube, Austria

BENCHMARK BONDS

Eurobond with a volume of EUR 500 million, Austria

2017

ACQUISITIONS

Casino Royal GmbH, Germany



Basque Gaming S.L., Spain

NOVOMATIC Technologies

Poland S.A., Poland

ATT S.A., Poland

MARKET ENTRY

Liechtenstein

INAUGURATION

ADMIRAL Arena Prater, Austria



ESTABLISHMENT

Greentube USA LLC, USA

DAVID HASSELHOFF

becomes the ADMIRAL
brand ambassador, Austria

ADMIRAL

2019

ACQUISITION

Ainsworth Game
Technology Ltd.,
Australia



INAUGURATION

Casinos
Mecklenburg-Vorpommern,
Germany
Casino Admiral,
Liechtenstein
Casino Sunborn Admiral,
Gibraltar

MARKET ENTRY

Moldova

BRAND ENFORCEMENT

Merger of NOVOMATIC Gaming
Industries GmbH into NOVOMATIC AG

2018

1ST HALF-YEAR 2019

OUR

HIGHLIGHTS



February 6

NOVOMATIC presents latest gaming technology in London

From February 5 to 7, 2019, Austria's leading gaming company from Gumpoldskirchen will present itself with more than 20 subsidiaries at the world's largest gaming fair, ICE Totally Gaming, in London. The offerings at the NOVOMATIC stand range from various games, high-tech casino equipment, systems and cash management solutions to sports betting as well as online, mobile and social gaming.



February 8

Internationally recognized: NOVOMATIC is once again "Casino Supplier of the Year"

Consecutive victory at the Global Gaming Awards on the sidelines of the world's largest gaming fair, ICE Totally Gaming. NOVOMATIC came in first place as "Casino Supplier of the Year" for the second time. "We operate around 2,100 electronic casinos and casinos around the world and have 28 technology centers in 16 countries," says NOVOMATIC CEO, Harald Neumann.



May 7

ADMIRAL: Monika Racek elected “CEO of the Year” in London

The Global Regulatory Awards is an annual event recognizing gaming operators and suppliers for outstanding achievements in compliance management and a commitment to responsible gaming. First place in the category “CEO of the Year” went to Dr. Monika Racek, CEO of NOVOMATIC’s subsidiary ADMIRAL Casinos & Entertainment AG.



May 16

NOVOMATIC employs the programmers trained in CCA

At the end of April, a total of 8 participants completed the NOVOMATIC Corporate Coding Academy, the in-house training facility for game developers. All were employed by the in-house game studios of NOVOMATIC and Greentube on regular working conditions.

“We are very proud of our Coding Heroes and were able to observe great developments during the training. We wish all graduates a successful start,” says Dr. Klaus Niedl, Global HR Director.



June 26

NOVOMATIC wins the World Exhibition Stand Award again

The NOVOMATIC exhibition stand at the ICE emphatically won over the entire jury of 26 experts. With around 28,000 visitors counted at the NOVOMATIC stand, this was by far the most popular hotspot of the guests said the jury, explaining the result. It was this impressive display that convinced the jury to present NOVOMATIC with the Gold Award. With an area of more than 5,000 m², the stand was the largest anywhere on the grounds of the ExCeL exhibition site.



Harald Neumann | Chief Executive Officer

BECOMING A GLOBAL PLAYER WITH PASSION

OUR VISION

Dear Ladies and Gentlemen,

In the first half-year 2019, NOVOMATIC recorded increases in the core markets Austria, Spain and the Netherlands. In Great Britain, sales in the segment rose by 14.7 percent to EUR 85.1 million. The Group, which is active in more than 70 countries, also saw a significant increase in betting revenues, which rose by 15.4 percent as compared to the previous year.

In total, at EUR 1,264.7 million, the NOVOMATIC Group's sales revenues saw a slight reduction of 1.8 percent from the previous year (H1 2018: EUR 1,287.3 million). 63 percent of revenues came from the Gaming Operations and 37 percent from the Gaming Technology segment. The reporting period was affected by changing legal framework conditions in NOVOMATIC core markets such as Germany and Italy.

In January 2019, NOVOMATIC AG redeemed a bond issued on January 28, 2013 (emissions volume of EUR 250.0 million).

In the first half-year, cash flow from operating activities reached EUR 242.6 million, an increase compared with the previous year (H1 2018: EUR 167.7 million). A particular highlight is the strong positive free cash flow after acquisitions to the amount of EUR 186.2 million (H1 2018: EUR -297.0 million). EBITDA also remained stable on the previous year's level at EUR 297.1 million (H1 2018: EUR 313.0 million) due to the amended statement in accordance with IFRS 16.

After rapid growth over the last few years, particularly through the acquisition of companies, NOVOMATIC will continue to optimize internal processes and structures at an international level. In doing so, the gaming technology group hopes to increase company efficiency and achieve strong synergies between the various shareholdings. In the second half of 2019, the bulk of the existing technology business in the United Kingdom is to be sold, once all regulatory requirements have been met.

Best regards,



Mag. Harald Neumann
CEO, NOVOMATIC AG

● NOVOMATIC
Competence centers

● NOVOMATIC
Activities

■ NOVOMATIC HEADQUARTERS
Gumpoldskirchen

NEW MARKETS, NEW POSSIBILITIES OUR WORLD



REVENUES*
€ 5,0 billion
in 2018

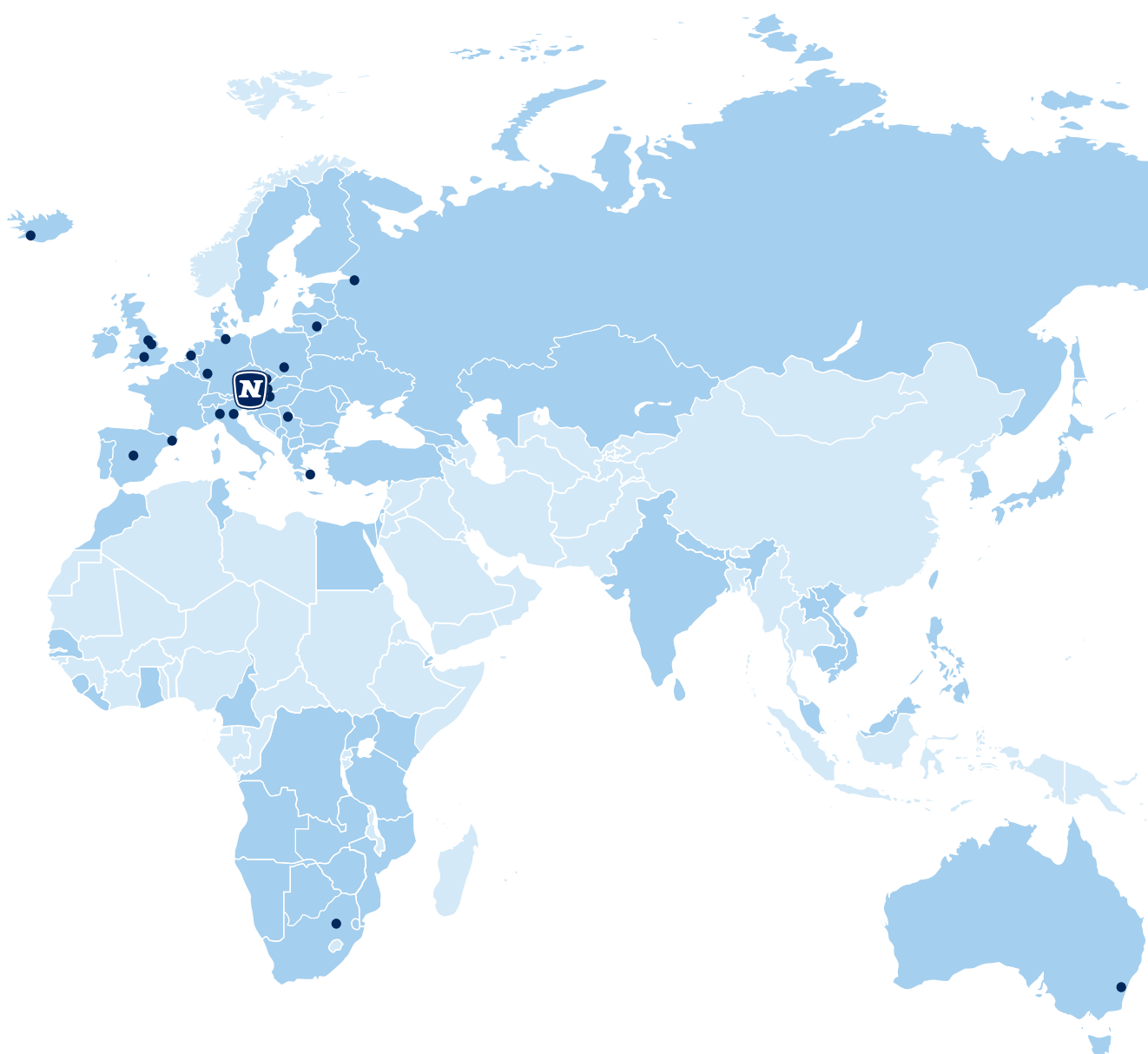


OPERATIONS
~2,100
own gaming facilities
around the world



ACTIVITIES
>70
countries

* accumulated revenues of NOVOMATIC AG Group, Novo Invest GmbH and NOVO SWISS AG including VLT- and betting payouts.



EMPLOYEES
>30,000
worldwide



COMPANIES
~300
international
subsidiaries



EXPORT RATE
~97%
sales in foreign markets

Disclaimer: data for NOVOMATIC AG to the FY 2018



ICE Totally Gaming 2019 | London



Prof. Johann F. Graf
Founder and
Majority Shareholder



REALIZING VISIONS TOGETHER OUR TEAM

**Supervisory Board of
NOVOMATIC AG**
From left to right
Dr. Bernd Oswald
Martina Flitsch
Dr. Robert Hofians





Harald Neumann
Chief Executive Officer



Ryszard Presch
Chief Operating Officer



Johannes Gratzl
Chief Finance Officer

ONE OF A KIND

OUR CORPORATE

STRATEGY

Whether in real life or when playing a game, if you want to be successful, you need a good strategy. Ours is based not only on serving part of the gaming industry, but also on acting as a competent and reliable full-service provider in all segments of this sector.

Its multiple roles as a producer and operator as well as a technology and service partner allow the NOVOMATIC Group to offer comprehensive services from a single source. This includes the development, manufacture and sale of innovative gaming equipment and a comprehensive

360-degree portfolio for all sales channels. NOVOMATIC also operates around 2,100 electronic casinos, casinos and sports betting establishments worldwide, develops online games for licensed partners and has extensive expertise in the field of gaming technology.

OPERATIONS

- European market leader in terms of electronic casino operations
- International casino know-how, operator of more than 2,100 gaming facilities worldwide
- ADMIRAL: market leader with betting outlets in Austria

TECHNOLOGY

- Technology leader for server-based gaming and Video Lottery Terminals (VLTs)
- NOVOMATIC is the world's leading manufacturer of gaming equipment
- About 255,000 NOVOMATIC gaming terminals in operation around the world



Strategy for success:
NOVOMATIC is the largest gaming technology group in Europe today.





NOVOMATIC

is one of the world market leaders in the field of high-tech gaming technology.



HIGH-TECH AND PEAK PERFORMANCE

OUR INNOVATIONS

Only those who always have new ideas can stay at the top. This is why the area of Research & Development plays such an important role within our group of companies.

The NOVOMATIC Group has always been characterized by its unique and innovative power. Annual investments in Research & Development – well above the industry average – have since enabled the establishment of 14 production sites in 11 countries. NOVOMATIC also operates 25 technology centers in 16 countries, which also cooperate with leading technical universities. As such, the Group currently holds approximately 4,800 intellectual property rights such as patents, trademarks and designs.

THE BASIS OF OUR SUCCESS

OUR EMPLOYEES



The professional fields at NOVOMATIC range from research, development and production to services in casino, business management agendas and tasks in the IT sector. We are always looking

for new and talented individuals who want to become familiar with exciting areas of work in a creative, secure working environment and take the opportunity to develop their skills further.

NOVOMATIC as an employer: awarded with
the best.recruiter quality seal 2018/19.



MOST VALUABLE ASSETS



WOMEN IN
WORKFORCE
54%
in all areas



EMPLOYEES
23,495
active worldwide



EXPERIENCE
7 years
average period of
employment

Disclaimer: data for NOVOMATIC AG to the FY 2018



Spielbank Berlin | Germany



THE BIG PICTURE AT A GLANCE

OUR COMMITMENT

For us, success means sharing it. That is why we attach great importance to partnerships with initiatives and institutions in a diverse range of sectors. In sports, art, and culture as well as in business, we focus on the long-term nature and transparency of our relationship with our sponsoring partners.

NOVOMATIC attaches great importance to an open exchange between economy and society, which is why NOVOMATIC supports numerous institutions and associations such as the Vienna Economic Forum.

NOVOMATIC also has an interest in the support of art and culture, with a focus on support for regional development and international networking. NOVOMATIC is for example active in the field of sports and is proud of its long-standing partnerships with numerous Austrian sports associations, both in competitive and popular sports.



Weltmuseum | Vienna

Social commitment through partnerships, support, donations and with the help of the energy, know-how and time of our employees.



PRACTICED RESPONSIBILITY

OUR PLAYER PROTECTION



Enjoyment of the game and responsible use of gaming services are not contradictions. Responsible Entertainment is a core issue when it comes to NOVOMATIC's „license to operate“ and forms the foundation for all current and future business success.

At NOVOMATIC, Responsible Entertainment covers measures for addiction prevention in the gaming segment, but also includes measures in the sports betting and online gaming segments. The company is aware of the requirements and expectations of the authorities, customers, business partners and other stakeholders and therefore plays a pioneering role in player protection at an international level. Responsible Entertainment is a key element in the responsible implementation of business activities at NOVOMATIC.

NOVOMATIC ensures the best possible player protection using its technical expertise, many years of international experience and by working together with experts and leading institutions in the field.

This makes it possible for NOVOMATIC to quickly incorporate the latest research results into existing Responsible Gaming concepts.

The company implements extensive measures in player protection - even beyond legal requirements. By using biometric data in the gaming industry, NOVOMATIC is setting new trends in customer convenience and the prevention of gaming addiction. The patented technology is already being used on gaming machines in Europe. NOVOMATIC is thus one of the first gaming technology groups worldwide to have created the technical prerequisites for introducing a biometric-based access and payment system.

ADMIRAL CARD

- Implemented throughout Austria
- Allows access to electronic casinos and activation of the gaming terminal
- Best youth protection: issue of the card only from 18 years and only with registration
- Exemplary player protection: PIN-secured and with self-selected monetary and time restrictions



CONTACT AND IMPRINT

NOVOMATIC AG

+43 2252 606 0

communications@novomatic.com

DESIGN

Kobza and the Hungry Eyes GmbH (KTHE)

IMPRINT

Owner, editor and publisher:

NOVOMATIC AG

Wiener Strasse 158, 2352 Gumpoldskirchen

Commercial register number: FN69548b

+43 2252 606 0

www.novomatic.com

All passages refer equally to members
of both genders.

PHOTOS

Michael Königshofer, MXR, Stefan Ellerich,
Joachim Haslinger, Sonja Kadlec, Sebastian Philipp,
360perspektiven.at, Krischanz & Zeiller, KTHE,
Thomas Meyer, Jürgen Knoth, Stefanie Steindl,
Honza Klein/Spielbank Berlin, Pedro Jaen,
NOVOMATIC, Ana Villapano

DISCLAIMER

The information contained in this document is not binding. No liability shall be assumed for its correctness, accuracy, and completeness. Past performance is no indication of future developments. The information and details contained in this document are solely for marketing purposes and should not serve as a basis for making a decision.

Date: October 2019



The image features a dark blue background with several white geometric elements. A large, thin white arc curves from the top right towards the bottom left. Another similar arc is positioned further to the right. A dashed white line follows a path that is slightly offset from the main arcs. Three white dots are placed at specific points: one on the upper left arc, one on the lower left arc, and one on the right-hand arc. Thin white lines connect these dots to other points, creating a network of small geometric shapes. The overall composition is minimalist and modern.

www.novomatic.com