

NOVOMATIC AG

COMPANY FOLDER 2023

ENGLISH





NOVOMATIC Headquarter | Gumpoldskirchen



WINNING TECHNOLOGY

OUR MISSION

When it comes to the high expectations of our customers, partners and employees, we have been doing everything in our power for more than 40 years to fulfill them.

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 Company has a global presence through a large number of subsidiaries and has achieved market leading positions in Austria, Germany, Italy, Spain, the Netherlands, United Kingdom and the CEE/SEE region.

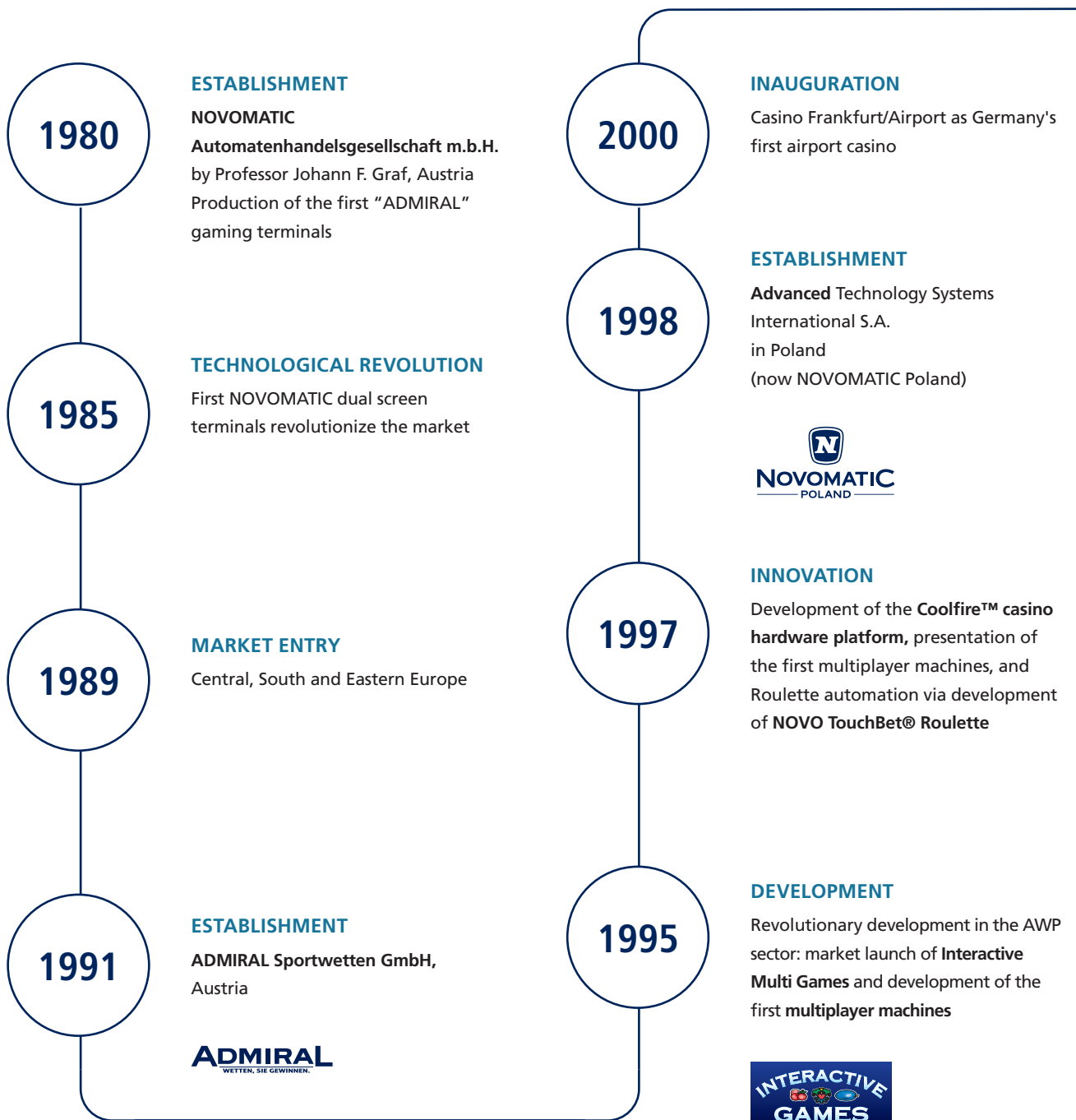
All companies of the NOVOMATIC AG Group are characterized by a high level of social responsibility and are therefore only active in markets with clearly defined legal frameworks. To date, comprehensive industrial know-how has helped NOVOMATIC to obtain about 5,000 registered IP rights and form a stable basis for the "WINNING TECHNOLOGY" promise.

GROWTH THROUGH INNOVATION

OUR SUCCES

STORY

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



2003

ACQUISITION

NSM LÖWEN ENTERTAINMENT GmbH,
Germany, gaming terminal
manufacturer



2004

ACQUISITION

Astra Games Ltd., United Kingdom



2005

INAUGURATION

Casino ADMIRAL Prater, Austria



ACQUISITION

EXTRA Games Entertainment GmbH
Germany (was renamed in ADMIRAL
ENTERTAINMENT GmbH in 2018)

2006

TECHNOLOGICAL REVOLUTION

LÖWEN ENTERTAINMENT GmbH
revolutionizes the German gaming
market with its new multi-game
concept NOVOLINE

2007

ACQUISITIONS

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



2013

MARKET ENTRY

The Netherlands, Romania (with VLTs)

ACQUISITIONS

Betware Holding hf., Iceland
Eurocoin Gaming B. V., JVH exploitatie,
the Netherlands



2012

ESTABLISHMENT

NOVOMATIC Americas Holding Inc.,
USA

2011

ACQUISITION

Spielbank Berlin GmbH & Co. KG,
Germany



2010

MARKET ENTRY

Online market entry Italy via
acquisition of Greentube, Austria



2009

INAUGURATION

New NOVOMATIC Headquarters
in Gumpoldskirchen, Austria



2014

BRAND AMBASSADOR

Niki Lauda becomes NOVOMATIC brand ambassador

INAUGURATION

Hotel Casino FlaminGO, North Macedonia

ACQUISITIONS

Luxury Leisure Ultd., United Kingdom
GiGames S.L., Spain



Elam Group Electronic Amusement B.V., Netherlands

MARKET ENTRY

Illinois

2015

ACQUISITIONS

BlueBat Games Inc., Canada



AbZorba LLC, USA
Casino Tornado, Lithuania
Österreichische Lotterien GmbH, Austria
Playnation Ltd., United Kingdom

MARKET ENTRY

Madrid (operations)

CORPORATE CREDIT RATING S&P

INAUGURATION

Casino ADMIRAL Hoofddorp, Netherlands

2017

ACQUISITIONS

Casino Royal GmbH, Germany



Basque Gaming S.L., Spain
NOVOMATIC Technologies Poland S.A., Poland
ATT S.A., Poland

INAUGURATION

ADMIRAL Arena Prater, Austria

2016

ACQUISITIONS

Electronic Systems S.p.A, Italy
MG Gaming S.r.l., Italy
Casinos Austria AG, Austria
Lotaria Kombëtare Sh.p.k., Albania
Talarus Ltd., United Kingdom
 Talarus

MARKET ENTRY

France

INAUGURATION

New Greentube Headquarters, Austria

BENCHMARK BONDS

Corporate bond with a volume of EUR 500 million, Austria

2018

ACQUISITIONS

Ainsworth Game Technology Ltd.,
Australia



INAUGURATION

Casinos in Mecklenburg-Vorpommern,
Germany

MARKET ENTRY

Moldavia

BRAND REINFORCEMENT

Crown Technologies GmbH merges with
LÖWEN ENTERTAINMENT GmbH
NOVOMATIC Gaming Industries GmbH
merges with **NOVOMATIC AG**

NOVOMATIC Italia Services S.r.l.
merges in **NOVOMATIC Italia S.p.A.**

2019

ESTABLISHMENTS

Greentube USA LLC, USA
NOVOMATIC TECHNOLOGIES RS d.o.o.,
Serbia

BRAND AMBASSADOR

David Hasselhoff becomes ADMIRAL
brand ambassador, Austria

INAUGURATIONS

Casino FlaminGO Skopje, North Macedonia
Casino Admiral Waalwijk, Netherlands

2022

ACQUISITIONS

HBG-Group, Italy



Grand Casino d.o.o. Beograd, Serbia

TECHNOLOGY PARTNERSHIP

Casino Campione, Italy

INAUGURATION

New Showroom Headquarters, Austria

BRAND AMBASSADOR

Ilie Năstase becomes ADMIRAL brand
ambassador, Romania

ESTABLISHMENT

Ski Challenge GmbH, Austria

ESTABLISHMENTS

Greentube Netherlands B.V., Netherlands
NOVOMATIC ECUADOR S.A.S., Ecuador
ADMIRAL GAMING/ONLINE/
GASTRO UKR TOV, Ukraine
Greentube Luxembourg S.à r.l., Luxembourg
ADMIRALBET SPAIN S.A., Spain

ACQUISITIONS

ZBET.RS d.o.o. Beograd, ADRIA GAMING d.o.o.
Beograd, Serbia
ADMIRAL Extremadura S.L., Spain
Amutron Automaten B.V., Netherlands

INAUGURATION

Casino ADMIRAL Helmond, Netherlands

ANNIVERSARY

NOVOMATIC celebrates its 40th company
anniversary

INAUGURATION

Spielbank Rostock, Germany

LICENSE

ADMIRAL Sportwetten GmbH receives
Sports Betting License in Germany

2021

2020

365 DAYS OF NOVOMATIC AG GROUP OUR HIGHLIGHTS 2022

After two years of pandemic-related restrictions and global lockdowns, NOVOMATIC can look back on numerous highlights and milestones in the 2022 fiscal year. The high quality and attractiveness of the new products and their good performance led to a good response from international customers and thus contributed significantly to the positive business development.

March 2



Casinò di Campione reopened with NOVOMATIC products innovations

The Casinò Campione on Lake Lugano, one of the largest casinos in Europe, reopened at the beginning of 2022, offers its guests a state-of-the-art and attractive gaming offer with NOVOMATIC as its technology partner. The first-rate selection of popular bestsellers and powerful gaming technology solutions were guarantors for the successful relaunch.

April 7



NOVOMATIC wins silver at US-A-BIZ AWARD 2022

At the annual *US-A-BIZ Award of the Foreign Trade Center Los Angeles of the Austrian Economic Chambers*, NOVOMATIC and its subsidiary NOVOMATIC Americas were awarded silver in the category *Growth* for the outstanding performance of the Group on the American market. The *US-A-BIZ Award* recognizes top innovative achievements by Austrian companies in the US every year.

June 30



NOVOMATIC is again one of Austria's most valuable brands

As part of the Austrian Brand Value Study 2022, the *European Brand Institute (EBI)* ranked NOVOMATIC as the second-most valuable Austrian brand, an excellent achievement. With a brand value of EUR 3,033 billion (+2.2%), the company currently ranks between Red Bull and the Spar supermarket chain. The gaming technology group also moved up to fourth place in the *EBI's* Sustainable Brand Ranking with AAA.

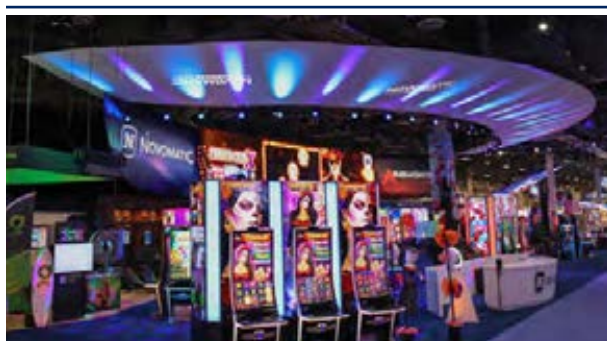
August 22



NOVOMATIC wins at Global Gaming Awards Asia

At the *Global Gaming Awards Asia*, NOVOMATIC's proven ETG solution *Novo Unity™ II* was recognized in the *Table Game of the Year* category. The *Novo Unity™ II* products are very popular in Asia with large arena installations in markets such as Cambodia and Malaysia. The *Global Gaming Awards* are among the most prestigious awards in the industry with KPMG providing independent oversight of the voting process.

October 20



NOVOMATIC presents innovation and growth at G2E

NOVOMATIC looks back on a G2E in Las Vegas that was characterized by innovation and growth in all segments. Visitors to the NOVOMATIC stand were treated to first-rate products and compelling solutions for the various segments of the US and international gaming markets. The US subsidiary NOVOMATIC Americas is steadily gaining market share in all segments of the US gaming industry.

November 14



NOVOMATIC acquires HBG Group in Italy

NOVOMATIC becomes one of the most important concessionaires in the high-revenue gaming market of Italy with one of the largest transactions in the company's history. Acquiring a majority shareholding in the HBG Group, which is one of the leading suppliers nationwide, NOVOMATIC has assumed a leading role as an operating company in addition to being the technology leader in Europe's largest VLT market, continuing its course of international growth.

29 November



G4 certification for NOVOMATIC in Italy and Spain

Responsible gaming is a top priority for NOVOMATIC as an operator of international gaming venues and a global technology exporter. Having already achieved certification in Austria, Germany, the United Kingdom, and the Netherlands, G4 certification for player protection was also achieved for the first time in Italy and Spain in the 2022 fiscal year. The internationally recognized G4 (*Global Gambling Guidance Group*) standard is considered the world's most exacting standard for Responsible Gaming.



Johannes Gratzl and Ryszard Presch | Members of the Executive Board of NOVOMATIC AG

OUR VISION

Dear Ladies and Gentlemen,

Given that the restrictions in place to prevent the spread of COVID-19 were already being gradually scaled back at the start of the year, all the signs were pointing to recovery from the effects of the pandemic in the first half of 2022. Not only did the high quality of our new products and their excellent performance generate outstanding feedback from our international customers, but it also had a positive impact on all business areas within the Group. On top of this came the effects of the consolidation and efficiency improvement measures, which had been successfully implemented, coupled with targeted investments in new product developments.

These enabled the NOVOMATIC AG Group to achieve an increase in revenues from EUR 1,842.3 million in the previous year to EUR 2,859.9 million in 2022, representing an increase of EUR 1,017.7 million (+55.2 percent). In the Gaming Operations segment alone, which comprises the operation of casinos, slot arcades and betting facilities, revenue grew from EUR 1,034.1 million to EUR 1,785.5 million (+72.7 percent) in the 2022 fiscal year. The Gaming Technology segment, responsible for the development, production, rental and sale of gaming equipment, also recorded significant growth in the year under review, rising from EUR 806.2 million to EUR 1,072.4 million (+33.0 percent) due to increased demand for NOVOMATIC products. As a result, both the Gaming Technology segment and the Gaming Operations segment reported very satisfactory revenues.

NOVOMATIC successfully continued its international course of expansion in the year under review and achieved a number of significant milestones in 2022, both by making several smaller acquisitions in various markets and by means of the strategically important majority acquisition of the Italian HBG Group, which marks one of the largest transactions in NOVOMATIC's history. This made us one of the largest concessionaires and operators of VLTs and AWP's in Italy and also enabled us to increase the number of fully consolidated subsidiaries to 211 and the number of employees to around 23,900. As one of the largest gaming technology groups in the world, NOVOMATIC currently has around 2,100 of its own gaming facilities in 50 countries, exporting innovative gaming equipment, system solutions and services to 100 countries around the world. NOVOMATIC was therefore able to consolidate and further expand its position as a top international player and full service provider in the entertainment industry.

As an international gaming facility operator and supplier of technology around the world, we are aware of the great responsibility we have towards our employees, customers and the wider society. This means that harmonizing our corporate activities with the Group-wide sustainability goals is a top priority for us. NOVOMATIC produces reports in accordance with the international standards of the Global Reporting Initiative (GRI) and has been committed for many years to the principles of the UN Global Compact and to achieving the Sustainable Development Goals (SDGs) of the United Nations. The EU Taxonomy Regulation with its environmental targets, which has been in force since 2021, also provides a noticeable boost to the matter of climate protection. In the year under review, NOVOMATIC laid a sustainable cornerstone in the field of green energy with its plans to embark on a large-scale expansion of photovoltaic systems at the headquarters and at numerous subsidiaries.

Intensive preparations are also being made with regard to the planned Corporate Sustainability Reporting Directive (CSRD). Our major commitment to sustainability in these areas is confirmed by top rankings in international Environmental, Social & Governance (ESG) ratings from leading rating agencies. As regards the matters of player and minor protection, G4 certification is well recognized as the most stringent international standard, we make us all the more proud to have achieved this certification in Italy and Spain in addition to Austria, Germany, the United Kingdom and the Netherlands in the year under review. More information on our ESG measures can be found in the non-financial part of this report.

The 2022 fiscal year not only demonstrated our ability to remain true to our path of international growth thanks to innovative strength, excellent product performance and strategic expansion steps, but it also reaffirmed the success of our dual strategy and excellent international cooperation. We would therefore like to take this opportunity to express our sincere thanks to each and every one of our employees for their dedication, commitment and loyalty. Thanks to them, we can look to the future with confidence and add yet more chapters to the NOVOMATIC success story.

The Executive Board of NOVOMATIC AG



Ryszard Presch

Member of the Executive Board



Johannes Gratzl

Member of the Executive Board

OUR WORLDWIDE ACTIVITIES



REVENUES
€ ~2,9 billion
in 2022



OPERATIONS
~2,100
own gaming facilities
around the world



ACTIVITIES
>100
countries



EMPLOYEES
>24,500

worldwide
in HY 2023



COMPANIES
~211

international
subsidiaries



EXPORT RATE
~98%

sales in foreign markets

Source: data for NOVOMATIC AG Group for the FY 2022

SUCCESS

We are international.
We are NOVOMATIC.



Prof. Johann F. Graf
Founder



REALIZING VISIONS TOGETHER OUR TEAM

**Supervisory Board of
NOVOMATIC AG:**
Dr. Bernd Oswald
Martina Flitsch
Dr. Haig Asenbauer
Dr. Robert Hofians





Ryszard Presch
Member of the Executive Board



Johannes Gratzl
Member of the Executive Board

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. For more than 40 years, NOVOMATIC acts 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 NOVOMATIC 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 around 2,100 gaming facilities worldwide
- Leading provider in the betting and gaming sector with the ADMIRAL brand

TECHNOLOGY

- Technology leader for server-based gaming and Video Lottery Terminals (VLTs)
- The world's leading manufacturer of gaming equipment
- About 214,000 NOVOMATIC gaming terminals in operation around the world



Strategy for success:

NOVOMATIC is the largest gaming technology group in Europe today and is one of the world's largest players in the industry.





NOVOMATIC

has established itself in its more than 40-year corporate history as 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 be the leaders. This is why the area of Research & Development plays such an important role within the group.

NOVOMATIC 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 32 technology centers in 15 countries, which also cooperate with leading technical universities. As such, the NOVOMATIC AG Group currently has about 5,000 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. NOVOMATIC is 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



MOST VALUABLE ASSETS



WOMEN IN
WORKFORCE
54%



EMPLOYEES
23,859
worldwide



EXPERIENCE
11 years
average duration of
employment

Source: data for NOVOMATIC AG Group for the FY 2022

RESPONSIBILITY

We are sustainable.
We are NOVOMATIC.



THE BIGGER PICTURE IN VIEW

OUR RESPONSIBILITY

IN ACTION

NOVOMATIC pursues a sustainable corporate development. In addition to the economic aspects of our business activities, this also takes into account employee and environmental concerns as well as the interests of our stakeholders.

The strategic action areas comprise the sub-areas “Responsible Entertainment”, “Always Compliant”, “Enjoy Working with Us”, “Going Green” and “Active in the Community”. The guiding principle of “Winning Responsibly” is always at the center. Because only the assumption of responsibility ensures long-term business success.

The vision is to be the world’s most innovative and responsible provider of “Responsible Entertainment”. NOVOMATIC collects and manages a variety of non-financial key performance indicators to continuously improve the Group-wide environmental, social & governance (ESG) performance. These efforts have also been confirmed by numerous excellent ESG ratings.

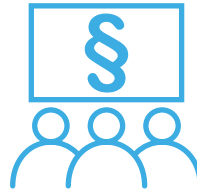


CR FACTS & FIGURES



17

Key Group companies certified with the G4 Responsible Gaming Standard (represents 67.4 % of Group revenue)



18,350

Employees trained in anti-corruption



23,859

Total employees on day of reporting December 31, 2022



14

Countries with introduction of the NOVOMATIC Biometric Systems™ (NBS)

18 %

Turnover rate (termination of employees)



8

Awards as an employer



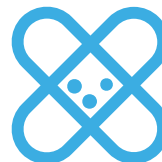
4.9

Tons of CO₂ per capita



~41,000

Training and further education days



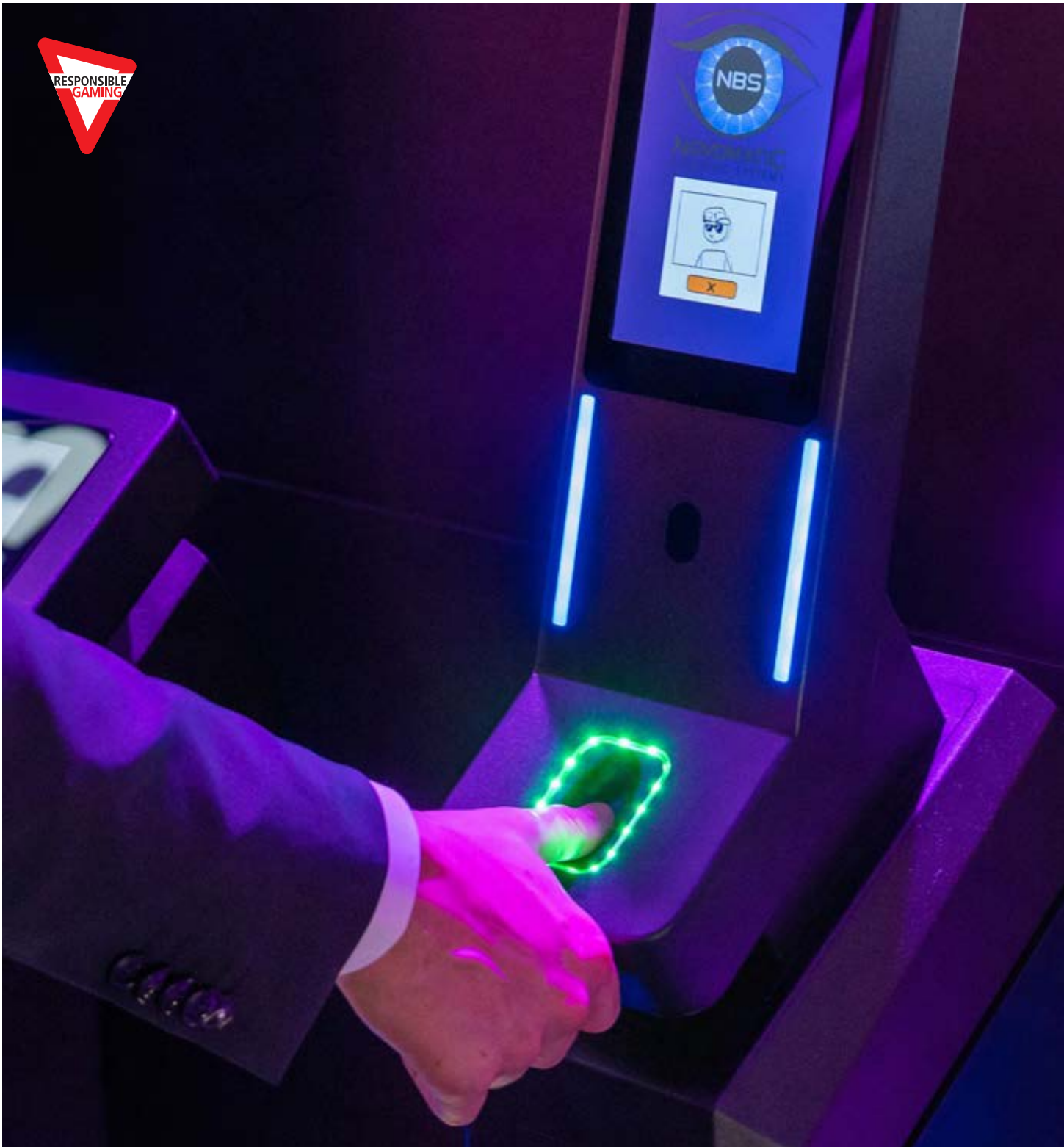
3.7

Accident Rate LTIFR (Lost Time Injury Frequency Rate) Number of accidents per Million man hours

Source: data for NOVOMATIC AG Group for the FY 2022

PRACTICED RESPONSIBILITY

OUR PLAYER PROTECTION



For NOVOMATIC, the enjoyment of gaming and the responsible use of gaming services are not contradictory. The Group sees Responsible Entertainment worldwide as the basis for sustainable business success.

At NOVOMATIC, Responsible Entertainment includes not only measures to prevent addiction in the area of gambling, but also in sports betting and online gaming. The company is aware of the requirements and expectations of authorities, customers, business partners and other stakeholders and therefore plays a pioneering role in player protection on an international level.

NOVOMATIC ensures the best possible player protection through technical know-how, many years of international experience and cooperation with experts, as well as internationally highly recognized certifications from the Global Gambling Guidance Group (G4). The implemented player protection measures at NOVOMATIC often exceed the legal requirements.

As a technology leader, NOVOMATIC's responsibility begins with technical player protection, and the latest research findings are immediately in-

corporated into existing responsible gaming concepts. With the application of biometric data in the gaming industry, however, NOVOMATIC is an international trendsetter. With its patented technology of NBS (NOVOMATIC Biometric Systems™), the company is one of the first gaming technology groups in the world to have created the technical prerequisites for a biometrically based access and payment system, which also fulfills all requirements in terms of youth and player protection. In addition to casino software and hardware components, the NBS department also develops management systems for responsible gaming that cover all country-specific legal requirements.

The NOVOVISION™ Casino Management System as well as biometrically based access systems from NBS are already being used successfully in Austria, the Czech Republic, Croatia, Germany, Italy, Malta, the Netherlands, Spain, Bulgaria, Romania, Serbia, Macedonia, Slovakia and Ukraine.

NBS-SYSTEM

- Registration of biometric data, for example based fingerprints
- Creation of a customer file – only the biometric information required for unique identification is stored – advantage of fully automated access
- Easy operation of the gaming machines, including transfer of credits between machines, cash withdrawals, use of the catering facilities or bookings using fingerprints
- Modern limitation options with regard to the duration and number of visits, including complete blocking in the casino

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PHOTOS

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Date: September 2023

All passages refer equally to members of
both genders.

TEAMWORK

We are united.
We are NOVOMATIC.



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