

Astra Games signs distribution agreement

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Astra Games inks distribution agreement with E-Systems for Ainsworth in Europe

Astra Games, part of NOVOMATIC UK, has signed a new distribution agreement with German-based casino equipment distributor E-Systems GmbH for the provision of Ainsworth Gaming Technology products in several European markets. The deal reaffirms the long-standing partnership between E-Systems and Ainsworth UK following the restructuring of the Ainsworth business in Europe.

Under the newly extended agreement, E-Systems, formerly known as D-Systems, will continue to provide Ainsworth products into Germany, Austria, Poland and Luxemburg, as well as to several European customers. The Ainsworth product suite includes a range of slot machines such as the A640®, A600® and A600® ST, as well as a wide selection of games and jackpot solutions.

Phil Burke, Director of UK Casino & Export for Astra Games and Ainsworth UK, said: “We are pleased to sign this new agreement for E-Systems to continue delivering Ainsworth products into key markets in Europe. This partnership has been successful over the past years and we look forward to gaining more market share as the Ainsworth product portfolio develops for the European markets.”

Emilia Tomachinska, General Manager E-Systems, added: “I’m excited to continue the distribution of Ainsworth gaming machines. We’ve been a distributor of the Ainsworth brand for 12 years, we rolled out the first Ainsworth slots in the German-speaking market and we were able to grow the market share constantly each year. We are convinced that the new generation of Ainsworth gaming machines will be a great addition to all our customers’ product portfolios and that we can build on the success of the past.”

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 25,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in 45 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates more than 260,000 gaming terminals in its some 2,100 gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services. For more information on NOVOMATIC and its many subsidiaries, visit novomatic.com

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