

## NOVOMATIC Chooses MGS

Publication date: December 21th, 2015 • Embargo date: immediate release

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# NOVOMATIC



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## NOVOMATIC Chooses Macao Gaming Show

***Following the recent Macao Gaming Show (MGS) NOVOMATIC announced its intention to take the lead in making a decision which currently all major companies that exhibit each year in Macao are facing: Namely, choosing one or the other of the two current annual Macao shows as the ideal vehicle for the promotion of the company's B2B objectives. Following a period of evaluation, NOVOMATIC has made its decision to commit to the Macao Gaming Show for the next three years.***

The recent Macao Gaming Show (MGS) provided an excellent opportunity for NOVOMATIC, working once again in close co-operation with its trusted Asian partners, Jade Entertainment and Gaming Technologies, Inc. and their partner in Macao, Laxino Systems Ltd., to demonstrate its wide horizons across the Asian market segment. The show attracted a wide spectrum of visitors not just from its own home market but also from far and wide across the Asian region. With a broad range of NOVOMATIC products being demonstrated to an enthusiastic audience on the joint stand of Laxino and Jade Gaming there was significant news for the many followers of the Austrian company's steady progress in Asian markets. Significantly, NOVOMATIC now has Macao standards approvals in place, with DICJ approval for the NOVO LINE™ game pack, and Jade Gaming's CEO, Joe Pisano, was confidently expecting to see several new product placements in major properties during the coming months.

Next year's Macao Gaming Show 2016 will retain its traditional position on the annual trade show calendar, from 15-17 November, a date that places the show at a comfortable timely distance from G2E Las Vegas for visitors from across the entire Asian region and beyond.

International trade shows are often described as the 'lifblood' of the gaming industry, providing clear opportunities for exhibiting companies not only to display their latest product innovations but also to meet with both existing and potential customers. But, in a time of cost consciousness, it is clear that making a choice between the two events currently based in Macao (a market that is now universally acknowledged to only require one show per year) is on the current agenda of the majority.

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Therefore NOVOMATIC has taken the decision to swing its weight behind MGS, based purely on an extensive evaluation of visitor demand as well as future growth potential and market significance of the trade show. The company has opted for a three year commitment to exhibit together with its Asian partners but with its own show presence at the Macao Gaming Shows 2016-2018. NOVOMATIC CEO Harald Neumann: "I believe that NOVOMATIC has once again taken an industry lead by making a correct and well informed choice to support MGS with a three year commitment."

Welcoming the NOVOMATIC announcement, Jay Chun, Chairman of the influential trade association MGEMA, stated: "This is a significant step forward for the Macao Gaming Show. If you want to drive your aspirations for growth and development on, there can be no better partner than NOVOMATIC. MGS has a clear vision to deliver Asia's 'one stop shop', not just through the exhibition but also through the conference and the various new initiatives by the organisation designed to link the international business community with the vibrant commercial scene in Macao and throughout Asia all-year round. "

He concluded: "NOVOMATIC's confidence in MGS reflects the hard work that we have put in over the years to bring the Macao SAR Government on board as vital supporters and sponsors of our show, as well as the backing of the leading 100 gaming and entertainment companies in Macao and Asia. This announcement heralds the beginning of the next and most crucial stage of MGS's development: working with our partners - the Macao SAR Government, NOVOMATIC, Macao's concessionaires and MGEMA members - in opening up the Asian industry to the world."

**About NOVOMATIC:**

*The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 23,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 232,000 gaming terminals in its about 1,500 plus traditional and electronic casinos as well as via rental concepts. Part of the Group is also Admiral Sportwetten GmbH, Austria's leading sports betting operator with more than 200 outlets as well as the Vienna based online gaming specialist Greentube Internet Entertainment Solutions GmbH. With the foundation of NOVOMATIC Lottery Solutions in 2013 the Group also entered the lottery business segment.*

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