

SPORTRADAR

Release date: January 31th, 2018 • Embargo date: immediate release

NOVOMATIC signs with Sportradar for Sports Betting solution

With ICE just a few days away, NOVOMATIC has announced a partnership with leading sports betting solutions provider Sportradar to develop an innovative line of sports betting products and services. NOVOMATIC will initially focus on developing a turnkey solution for retail and other channels that is built around Sportradar's Managed Trading Services (MTS) and includes cash desks, as well as Self-Service Betting Terminals (SSBTs) with intuitive player environments, and will be first rolled out in the Italian market.

Visitors to ICE Totally Gaming in London will be able to preview the solutions on both the stands of Sportradar brand Betradar #S1-150 as well as the NOVOMATIC Italia area of the NOVOMATIC Group stand #S5/S6. Admiral Sport terminals will be presented on both exhibits with Betradar showcasing a wide range of functionality that includes managed trading services, odds feeds for pre-match, live and virtual sports, statistics and live match centre tools for retail, and NOVOMATIC Italia will demonstrate the highly adaptable, scalable and responsive sports betting system.

Speaking about the partnership, Bartholomäus Czapkiewicz, Managing Director NGI, said: "It has become clear that sports betting is a growing opportunity that we are making serious in-roads into. We offer a platform with distribution channels that is unrivalled, therefore, we found in Sportradar a company highly established in the sports betting space that complements and supercharges our mutual offering. We look forward to this collaboration in order to provide leading sports betting products and services worldwide."

Carsten Koerl, Founder and CEO of Sportradar, added: "Today's announcement is great news for the betting industry. NOVOMATIC needs no introduction to anyone with any interest in the betting and gaming space, and the confluence of the group's hardware, technology and reach, with Sportradar's credentials in odds, data and risk management should pique the interest of all retail and digital operators around the world. Our initial focus will be products focused on the Italian market, and we will work tirelessly to support NOVOMATIC in terms of future product development and geographic expansion."

About Sportradar

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. The company provides cutting-edge solutions and services to media companies, sports federations, state authorities and through its Betradar brand, betting operators.

The company is a truly international organisation, employing over 1,800 people in more than 30 locations around the world and its rapid growth is driven by technological innovation and a deep understanding of its clients' business needs. It is a commitment to excellent service, quality and reliability that makes Sportradar the trusted partner of more than 1,000 companies in over 80 countries.



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About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs around 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 and video lottery terminals (VLTs) in its some 2,100 plus 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.

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