

## NOVOMATIC presents products in Las Vegas

*Subtitle: On October 9, 2018, the “Global Gaming Expo” (G2E) in Las Vegas will open its doors. Over 450 exhibitors and around 26,000 visitors from more than 110 countries are expected. NOVOMATIC, as the largest Austrian company in attendance, is represented again this year at the most important gaming trade fair in the USA.*

Gumpoldskirchen, October 8, 2018 (OTS) - From October 9 to 11, 2018, NOVOMATIC will present the comprehensive product portfolio of the NOVOMATIC Group together with its listed Australian subsidiary, Ainsworth Game Technology Ltd. The range of offerings covers everything from new games – such as “MacGyver™” – for various international markets to high-tech casino equipment, jackpots and casino management systems. Visitors to the NOVOMATIC stand can also find out about online gaming products as well as newly developed sports betting solutions.

For the second time in the long history of NOVOMATIC’s participation at the largest US gaming trade fair, NOVOMATIC will exhibit in Las Vegas alongside Ainsworth at a shared stand. “The USA is an important growth market for NOVOMATIC. With Ainsworth, we aim to substantially increase our market share in the medium term, which is why we are exhibiting together,” said NOVOMATIC CEO Harald Neumann in the run-up to the G2E.

As a result of the liberalization of sports betting in the USA, the local market is becoming increasingly important. “We are following the ongoing developments in the sports betting segment in the USA with great interest,” said Neumann. For this reason, NOVOMATIC has joined forces with Sportradar, an international service provider of sports media and sports betting, to develop an innovative line of sports betting products and services. These will be presented in a separate area of the NOVOMATIC stand. “The US market, in particular, is considered to be highly competitive, which is why innovation and a local presence are key to success,” emphasizes Neumann.

It was just recently announced that NOVOMATIC brought Felipe Ludeña on board, a well-known expert for the international sports betting business. Mr. Ludeña has overall responsibility for sports betting within the Group.

## **About NOVOMATIC**

*The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs about 30,000 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 more than 75 countries. The Group operates around 270,000 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.*

---

## **Inquiries:**

Bernhard Krumpel  
Head of Group Communication  
NOVOMATIC AG

+43 664 886 428 57  
+43 2252 606 870 750  
bkrumpel@novomatic.com  
www.novomatic.com  
www.novomaticforum.com

