

NOVOMATIC is Austria's second most valuable brand company

In the Austrian Brand Value Study 2024 of the European Brand Institute (EBI), NOVOMATIC ranks second among the country's most valuable brand companies. By rising to third place in the Sustainable Brand Ranking, the international gaming technology group underlines its commitment to sustainability.

Gumpoldskirchen, June 27, 2024 – For the 21st time, the European Brand Institute has presented the most valuable and sustainable brand companies in Austria. The international gaming technology group with more than 25,300 employees worldwide and activities in more than 120 countries secured the top positions in both the EBI's Brand Value and Sustainable Brand Ranking.

With a brand value increase by +8.7% to EUR 3.745 billion, NOVOMATIC took an excellent second place in the brand value study and also recorded the largest increase in value within one year among the country's top 10. Once again this year, only Red Bull ranks ahead of the Lower Austrian global player.

Significant factors for the brand value assessment were not only the high level of innovation, but also the international expansion course, sales growth and the comprehensive corporate responsibility and ESG program, which is confirmed by international ESG rating agencies. Against this background, NOVOMATIC was also able to impress in the Sustainable Brand Ranking, in which the company took third place for the first time. This ranking underlines NOVOMATIC's contribution to sustainable economic development in Austria.

"The renewed top position in the Brand Value Ranking 2024 is confirmation of the long-term success of our global brand strategy, which has enabled us to sustainably consolidate our leading position on the international markets. The rise to third place in the Sustainable Brand Ranking is particularly pleasing and shows that we are also setting new standards in the area of social and ecological responsibility with our comprehensive ESG commitment," emphasizes NOVOMATIC Executive Board Member Stefan Krenn.

The Austrian Brand Value Study, which is based on the annual "trend-TOP500 of Austria's top-selling companies" and identifies those Austrian corporate brands with more than 45% of their shares in Austrian hands, evaluated a total of 180 Austrian brand companies from 16 sectors in 2024. The brand value is determined in accordance with the international standards ISO 10668 and ISO 2067.

The top rankings in the Austrian Brand Value Study and in the Sustainable Brand Ranking confirm NOVOMATIC's position as one of Austria's leading brand companies. The gaming technology group is thus once again setting a strong example for sustainable business practices.

About NOVOMATIC

As a producer and operator, the NOVOMATIC AG Group is one of the largest gaming technology groups in the world and employs more than 25,300 persons. Founded by industrialist Professor Johann F. Graf in 1980, the Group has locations in around 50 countries and exports innovative gaming equipment, system solutions, lottery system solutions and services to more than 120 countries. The NOVOMATIC AG Group operates gaming terminals and video lottery terminals (VLTs) in around 2,200 of its own electronic and regular casinos as well as on the basis of rental models.

Through numerous international subsidiaries, the NOVOMATIC AG Group operates as a full-service provider in all segments of the gaming industry and offers a comprehensive omni-channel product portfolio for partners and customers worldwide. The spectrum ranges from terrestrial gaming products and services, management systems and cash management solutions, online, mobile and social gaming solutions to lottery and sports betting solutions as well as a range of further first-class products and services. For more information, please visit the website: www.novomatic.com

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