

NOVOMATIC's Lawrence Levy to direct global sales

Lawrence Levy takes over the position of Vice President of Global Sales within the NOVOMATIC Group as of February 1, 2017. In this position, Levy will be mainly focused on the further development and sale of NOVOMATIC products, and will also make a significant contribution to the development of new markets in the US, Africa, Asia and Australia.

Most recently, Lawrence Levy was responsible for the activities of the NOVOMATIC Group in South and Central America. The 54-year-old Briton began his career in the gaming industry 35 years ago as a croupier in London and continued to work in various senior management positions. In 2009, he became the general manager of Crown Gaming Peru for NOVOMATIC as the Austrian technology group entered the South American market.

"The requirements of our customers vary in each market. Thanks to my experience in more than 17 countries, I am familiar with local conditions and individual needs of the various markets. I am able to use this knowledge to understand what Casino operators need in terms of product, technology, innovation and customer service," said Lawrence Levy on the challenges of his new job.

Lawrence Levy reports directly to the CEO of NOVOMATIC AG in his new position. "With this appointment, NOVOMATIC once again signals its clear commitment to strategic expansion, especially in the North, Central and South America, Asia and Australia," said Harald Neumann, CEO and Chairman of Board of NOVOMATIC AG.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 28,000 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 235,000 gaming terminals in its some 1,600 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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