

Global Sales Division of NOVOMATIC takes over Sales Management of Ainsworth in Europe

Gumpoldskirchen, 11 August 2017 – In line with a strategic commitment to strengthen the sales force, product offering and customer support of Ainsworth, the Global Sales Division of NOVOMATIC, headed by Mr. Lawrence Levy, is assuming the sales management of Ainsworth in Europe.

In charge of the Ainsworth brand introduction, product positioning and direct sales to European gaming operators will be Mrs. Sonya Nikolova, who has successfully headed the sales for NOVOMATIC in the CEE countries.

Sonya Nikolova said: "Customer satisfaction and building long-term relationships within the gaming industry has been an immense motivation of mine for many years. I am enthusiastic about my new role with NOVOMATIC – I consider it a big responsibility and honor – and one that will complement the quality of services and diversity of products that are delivered to our customers and partners. I am committed to enforcing my deep industry expertise and knowledge to the development and popularization of the Ainsworth brand in Europe, as well as to collaborate intensively with my colleagues to improve customer support and product competitiveness."

The head position for sales in the CEE countries will be entrusted to Mr. Roman Czubak, who has a long record with NOVOMATIC and previously held important roles in Research and Development, Project Management and Sales for the company. Roman Czubak commented on his new appointment: "For me, this appointment means returning to a sales function with the great responsibility of further building and strengthening the NOVOMATIC brand in this core market".

In their respective roles and with the purpose of promoting the major product brands included in the NOVOMATIC portfolio, Mrs. Nikolova and Mr. Czubak will report to Mr. Lawrence Levy, Vice President of Global Sales for NOVOMATIC Gaming Industries GmbH.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 24,000 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 260,000 gaming terminals in its some 1,800 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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