

NOVOMATIC Global Sales Manager to be Ainsworth CEO

Subtitle: NOVOMATIC Vice President of Global Sales, Lawrence Levy, 57, will, as of July 1, 2019 - subject to necessary approval from authorities - take on responsibility for Ainsworth Game Technology Ltd. in the position of CEO. Around 53 percent of the Australian listed gaming company is owned by NOVOMATIC AG. Jens Einhaus will take over NOVOMATIC sales duties for Europe and the Americas, while Sonya Nikolova will be responsible for Africa and Asia.

Gumpoldskirchen, 24. April 2019 (OTS) – “We are proud to announce that Lawrence has been named by the Executive Board of Ainsworth Game Technology's as the new CEO. We are convinced that Lawrence will lead the company back to its path of success of the past,” says Harald Neumann, CEO of NOVOMATIC AG. Since the beginning of 2018, NOVOMATIC and the listed Australian gaming corporation have had a close connection. NOVOMATIC took over approximately 53 percent of the company, becoming the majority stakeholder of Ainsworth Game Technology. Not only that, NOVOMATIC is a strategic partner for sales and technology, with the goal of strengthening both companies and increasing market shares. Neumann: “We will continue to have a great deal of contact with one another in the future and are looking forward to working together with Lawrence.”

Lawrence Levy has been active in the gaming industry for over 37 years. In 2009, as NOVOMATIC entered the South American market, he became the General Manager of Crown Gaming Peru, responsible for NOVOMATIC Group activities in South and Central America. On February 1, 2017, Levy accepted the position of Vice President of Global Sales at NOVOMATIC. In this position, Levy focused on the further development and sale of the comprehensive product portfolio, making a significant contribution to the current development of new markets in the Americas, Africa, Asia and Australia.

Lawrence Levy's responsibilities as Vice President of Global Sales will be split. Jens Einhaus will take on the responsibility for sales in Europe and the Americas, while Sonya Nikolova will be responsible for Africa and Asia.

Jens Einhaus, 51, has been working in the gaming industry for 27 years. He was the Sales Director at NOVOMATIC from 1999 to 2017 and since the beginning of 2018 he works as Vice President of Sales Strategies for NOVOMATIC. Einhaus: “As a gaming technology group that operates across the globe, NOVOMATIC has an excellent reputation within the industry. The job is going to be very interesting. In Europe as well as in the Americas, it will be all about expanding our market shares.”

Sonya Nikolova, 43, will be Vice President of Sales for Africa and Asia. Born in Bulgaria, she has more than 20 years of experience in the gaming industry and joined NOVOMATIC in 2016 as Head of Sales for Emerging Markets and the CEE region. “The industry dynamics in Asia and the emerging markets of Africa will definitely shape the future of the global gaming map. These are giant opportunities for expansion and NOVOMATIC is ready to explore them having an extensive portfolio of premier products and innovative solutions. In South Africa we are already the market leader in the gaming industry by a clear margin,” says Nikolova.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 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 70 countries. The Group operates around 255,000 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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