

NOVOMATIC showcased an unforgettable performance of innovation at ICE 2025 in Barcelona

The world's largest gaming exhibition, ICE 2025, celebrated a spectacular premiere in Barcelona. As the largest exhibitor, with an impressive booth covering around 4,500 m², NOVOMATIC captivated more than 55,000 visitors with its innovative products, state-of-the-art technology, and an unparalleled experience. As Europe's leading gaming technology group, NOVOMATIC not only delivered an exceptional trade show presence but was also proud to receive four prestigious international awards, further cementing its position at the forefront of the industry.

Gumpoldskirchen/Barcelona, January 31, 2025 – From January 20 to 22, 2025, the Fira Barcelona Gran Via became the global hotspot of the gaming industry as part of ICE 2025. As the largest exhibitor, NOVOMATIC set new standards with an unprecedented product variety, an outstanding booth design, and a unique visitor experience that was unmatched at ICE. In addition to NOVOMATIC's comprehensive 360° portfolio, numerous subsidiaries and technology partners – such as NOVOMATIC Spain, NOVOMATIC Gaming UK, NOVOMATIC Italia, LÖWEN ENTERTAINMENT, APEX, and Ainsworth Gaming Technology – showcased their latest products. A dedicated area for visitors from Latin America was a particular highlight this year, underscoring NOVOMATIC's commitment to addressing regional market needs with tailored solutions.

Brilliance Perfected: The Launch of the DIAMOND X™ 1.55J QUATTRO

NOVOMATIC's sophisticated product portfolio has been expanded with the groundbreaking launch of the DIAMOND X™ 1.55J QUATTRO. This latest edition of the internationally popular DIAMOND X™ 1.55J impresses with exceptional features that take the gaming experience to an entirely new level. A sleek cabinet design, an innovative glass touch deck, and a cutting-edge soundbar deliver a unique player experience and maximum immersion. The new DIAMOND X™ 1.55J QUATTRO was unveiled with an outstanding sign solution that created a sensation at the NOVOMATIC booth. Offered in attractive packages with four or six cabinets featuring the latest gaming content, the monumental signs delivered an audio-visual spectacle that thrilled visitors and operators alike. With this offering, NOVOMATIC once again reinforced its position as the "Diamond of the Industry." In addition to this, the exclusive cabinets of the V.I.P. X™ series also attracted attention. The V.I.P. X™ Royal 1.85, V.I.P. X™ Dream 2.43/3.43, and V.I.P. X™ Lounge 2.32 are designed for discerning players and casino operators who are looking to offer their guests a premium gaming atmosphere. Another key attraction this year was, once again, the V.I.P. X™ Galaxy 2.65, which continues to generate excitement worldwide. Combining high-end comfort with a futuristic design, this luxury cabinet sets new standards in functionality and gameplay, delivering an unparalleled gaming experience.

Next-Level Gaming: Linked Progressives, Multiple Feature Games, and Game-Mixes

NOVOMATIC captivated audiences at ICE 2025 with remarkable gaming content, premiering several new Linked Progressives and Multiple Feature Games. A standout highlight was XTENSION LINK™ Evolution, which created a buzz with two enticing new titles – Mighty Squad™ and Fu Flow™. These Multiple Feature Games impress with engaging gameplay and innovative mechanics, delivering an unrivaled gaming experience. Volumes 3 and 4 of the popular XTENSION LINK™ were also introduced, each featuring 12 thrilling titles packed with engaging features such as Expanding Reels, Golden Spins, and the Xpress Feature, ensuring maximum entertainment for players. On the NOVO LINE™ platform, the new Multiple Feature Game RISING TREASURES™ made its grand debut, offering five compelling titles packed with attractive features such as Free Games, Xtra Spins, and Prize Upgrades. The Impera

ProLink™ enthralled visitors with four new titles, including the legendary Book of Ra™ *ProLink*, delivering cutting-edge gameplay with features like Mega Spins, Double Reels, and Chain Reaction. The event reached epic proportions with the launch of the *EPIC GOLD Jackpot*, an exclusive selection of five GOLDEN titles that introduce an additional Progressive Jackpot Level – the EPIC – offering thrilling new winning opportunities. And the NOVOMATIC classic Gaminator® is receiving a stunning modern update with the launch of the *GAMINATOR™ X5*. This highly customizable mix features a total of 66 game titles across seven packages, offering unequaled flexibility to casino operators by enabling them to tailor the product precisely to the needs of their guests.

Game-Changers: Electronic Table Games and a Casino Management Solution

NOVOMATIC is setting new standards in electronic table gaming with *NOVO UNITY™ PRO*. This ETG solution ensures that operators can meet the dynamic demands of the future with unparalleled functionality and customizability. From the seamless integration of electronic live games such as Sic Bo, Baccarat, Roulette, Poker, Blackjack, and Slot Games, to Parallel Play and Simultaneous Betting – NOVOMATIC's state-of-the-art ETG solution was met with enthusiasm at ICE. The visionary casino management solution *NOVOVISION™*, based on the latest cutting-edge technologies, was another visitor magnet at the NOVOMATIC booth. With a broad approach and an ever-increasing diversification of system functionalities, NOVOMATIC's visionary casino management system offers a flexible solution that meets all operator requirements for the modern casino and beyond. The latest developments were presented in two different set-ups: for club operations and for casinos.

Global Excellence: NOVOMATIC Wins Four Prestigious Awards

ICE 2025 was accompanied by several award ceremonies, where NOVOMATIC reaffirmed its leading position in the gaming industry by securing four leading awards. At the *European Casino Awards 2025*, NOVOMATIC triumphed in three key categories: The V.I.P. X™ Galaxy 2.65 was honored as the *Best New Innovative Product*; The NOVO CASH Casino Master secured the award for *Best Cash Handling Product*; and the company's sustainability strategy was recognized with the *Sustainability Initiative Award*. In addition to this, NOVOMATIC received the highly coveted *ICE Landmark Award 2025* in honor of its unwavering commitment to innovation, excellence, and leadership in the gaming industry.

The **Executive Board of NOVOMATIC AG Group** emphasizes: *"The premiere of the ICE in Barcelona in 2025 was an outstanding success and the perfect start to NOVOMATIC's 45th anniversary year. The overwhelmingly positive feedback from our customers and partners clearly confirms our position as Europe's leading gaming technology group with outstanding innovations and cutting-edge products. We are particularly proud of the four internationally renowned awards that recognize our continuous commitment to excellence in this industry. Our special gratitude belongs to our more than 25,000 dedicated employees, whose tireless efforts have made this success possible."*

Thomas Schmalzer, VP Global Sales and VP Product Management NOVOMATIC AG, adds: *"ICE 2025 was, for us, one of the greatest and most successful shows ever. Not only did we exhibit at one of the best booths we have ever had, but we were also able to launch one of the largest ranges of products from gaming equipment to fascinating new game titles and jackpot families. This underscores our innovation and technology leadership in the industry. We are excited about rolling out our latest products in markets globally and ICE 2025 confirmed to us that our solutions are perfectly in tune with player preferences and customer demand. We would like to express our sincere gratitude to our customers and partners for their trust and the excellent collaboration."*

About NOVOMATIC

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

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and service, through management systems, cash management solutions, and online, mobile, and social gaming solutions, to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit www.novomatic.com

For more information please contact:

Tatjana Brajdic
Product Marketing Specialist
NOVOMATIC AG

Mobile: +43 664 885 363 47
Office: +43 2252 606 870 784
tbrajdic@novomatic.com

