

MEXICO V.I.P. EXPERIENCE 2019

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Mexican casino industry assembles for V.I.P. Experience 2019

On November 20, key executives and leading casino operators from the Mexican casino industry gathered at the W Hotel in México City for the annual V.I.P. Experience, hosted by the local NOVOMATIC subsidiary NOVOMATIC México. The event has already become a traditional meeting place for customers to join the NOVOMATIC team and get hands-on with the latest novelties presented at G2E in Las Vegas, just a month prior.

The fourth V.I.P. Experience took place on November 20 in Mexico City, in one of the city's most exclusive hotels, W Hotel. Some 100 guests and leading operators of the Mexican industry were welcomed in a beautifully decorated Book of Ra™-style Egyptian setting to enjoy food and drinks, great company as well as an exclusive presentation of the latest NOVOMATIC product news they may have missed in Las Vegas. Jens Einhaus, NOVOMATIC VP of International Sales, Europe & The Americas and Max Bauer, NOVOMATIC regional VP of Latin America and the Caribbean joined the local Mexican team headed by Thomas Borgstedt, Managing Director and Judith Barrientos, Commercial & Marketing Manager NOVOMATIC México to discuss products and business strategies with the guests.

One of the highlights on display was the THUNDER CASH™ Link featuring the title Empress of the Pyramids™ in the elegant PANTHERA™ Curve 1.43 cabinet. This Linked Progressive guarantees hours of entertainment with thrilling feature gameplay and exciting jackpot thrills. Another title that perfectly blended in with the evening's Egyptian theme, was Princess of the Nile™, part of NOVOMATIC Americas' PAYDAY™ Standalone Progressives series, presented in the PANTHERA™ 2.27 cabinet. Also other popular Egyptian titles such as Pyramid Fortunes™ and Goddess Rising™ were on display – as was a selection of titles for the thriving Mexican Bingo segment, including Bruno Bingo™ or the Lucky Lady™ Bingo, presented in the V.I.P. Lounge™ cabinet.

The friendly gathering in a relaxed atmosphere continued into the night, as a DJ filled the room with music and guests enjoyed conversation and cocktails. Several raffles took place with prizes like headphones, Bluetooth speakers, a go pro camera and smart home devices.

Judith Barrientos said: "It is our customers, who really make this event a tradition and a success. We would like to thank them for joining us for this great evening, and also for their trust and support. We saw great interest in the products we brought here, especially in the THUNDER CASH™ Link and the PAYDAY™ Progressives. This kind of product continues to be a big topic in the US, and this is very much reflected in the Mexican market. With our portfolio, we can offer our customers an excellent choice of titles that will certainly inspire their guests – and more is to come in 2020, when NOVOMATIC will celebrate its 40th anniversary..."

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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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