

ENADA RIMINI 2017 PREVIEW

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NOVOMATIC Italia celebrates 10-year anniversary at ENADA

As NOVOMATIC Italia this year marks a decade since its inauguration, the local NOVOMATIC company returns to ENADA Spring in Rimini, close to its headquarters, with one of the biggest stands at the show. Presenting the ADMIRAL, Elsy and Millennium brands, a raft of new products for the Italian market will be shown to visitors at Hall A5 Stand #127 on March 15-17.

At ENADA Spring 2017, NOVOMATIC will showcase the Group's complete offering in Italy and express the company's dominance in the country over the last 10 years – from the production and deployment of gaming machines, to the spread of the ADMIRAL brand in more than 150 gaming halls, the roll out of more than 50 Millennium branded betting shops, as well as the AdmiralYES online platform and lottery products.

The wide range of products offered by NOVOMATIC enables the company to be active in each segment of the market, such as the VLT segment with a market share of over 50%.

On show will be new solutions for AWP and VLT markets, as well as the latest range of money changers including the new NOVOCASH VLT. Making their Italian debut are the first V.I.P. cabinets for the market, which are going through the final regulatory stages in Italy. Also on show is the ADMIRAL Roulette multi-player station, ADMIRAL Pay Roulette, the Millennium bet point with self-service terminals, as well as virtual games, horse racing and sports betting solutions.

About NOVOMATIC Italia

The NOVOMATIC Group has been active in Italy since 2007, providing AWP, video lottery products and money changers. By the end of 2016, NOVOMATIC Italia became part of "Lotto Italia", the consortium of companies that manages lotteries in the country. The company operates more than 150 Admiral Clubs, 50 betting shops, 6 gaming halls with Bingo and the remote gaming platform AdmiralYES. NOVOMATIC Italia is present in the territory with a total of 20 companies, 2,500 employees, 31,000 VLTS and 24,000 AWP machines.

For more information please contact:

Mike Robinson
International Communications Manager
NOVOMATIC Gaming Industries GmbH

Mobile: +44 7871 918 097
mrobinson@novomatic.com

Andrea Lehner
Product Marketing
NOVOMATIC Gaming Industries GmbH

Mobile: +43 664 40 66 721
alehner@novomatic.com

Mariangela Di Lecce
Responsabile Communication &
Corporate Responsibility
NOVOMATIC Italia
Mobile: +39 348 532 59 69
m.dilecce@novomatic.it

