

NOVOMATIC UK Acquires Playnation

Release date: September 24th, 2015 • Embargo date: immediate release



NOVOMATIC UK Acquires Playnation

NOVOMATIC UK, (the wholly owned UK subsidiary of Austrian Gaming Industries GmbH, part of the NOVOMATIC Group) has acquired the business of Playnation from Palatine Private Equity for an undisclosed sum.

Playnation, headquartered in Runcorn, Cheshire, is a provider of family entertainment solutions to the leisure industry. The business comprises 20,000 amusement machines operated at over 1,700 UK sites that include holiday parks, motorway service stations, bowling alleys, family pubs and airports. The company currently employs circa 800 people.

Zane Mersich, CEO of NOVOMATIC UK commented on the deal: "We are delighted to announce this acquisition that has the potential to take the group in exciting new directions. Playnation is a perfect fit within the NOVOMATIC UK Group of companies and their respective brands. It will form an important part of business and help to shape our future strategy in the UK leisure and gaming space."

Playnation CEO Adam Hodges, who will remain with the company, stated: "The NOVOMATIC brand is widely acknowledged both here in the UK and around the world for its capacity to innovate and drive up standards. Playnation shares those values and, as such, is an impeccable match for the NOVOMATIC UK business model."

Beth Houghton, investment director at Palatine Private Equity, said: "Since our investment in Playnation we have seen the business achieve exceptional growth in the family entertainment sector, capitalising on the buoyant market conditions. With the business now at a point in its growth cycle where an international buyer can take it on to the next stage, NOVOMATIC is the perfect strategic partner to help achieve Playnation's long-term objectives. I have enjoyed working with Adam and the management team and wish them every success for the future."

About NOVOMATIC:

The NOVOMATIC Group is one of the biggest producers and operators of gaming technologies in the world and employs more than 23,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf, 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 232,000 gaming terminals in its about 1,500 plus traditional and electronic casinos as well as via rental concepts.

NOVOMATIC UK Acquires Playnation

Release date: September 24th, 2015 • Embargo date: immediate release

Part of the Group is also Admiral Sportwetten GmbH, Austria's leading sports betting operator with more than 200 outlets as well as the Vienna based online gaming specialist Greentube Internet Entertainment Solutions GmbH. With the acquisition of Betware and the foundation of NOVOMATIC Lottery Solutions in 2013 the Group also entered the lottery business segment.

For more information please contact:

Chris Murphy
Group Media and
Communications Manager
NOVOMATIC UK

Mobile: +44 7887 694530
cmurphy@novomaticuk.com

David Orrick
Director of Communications &
Business Development AGI

Office: +44 1229 465 670
dorrick@novomatic.com

Max Lindenberg MBA+E
Director of Marketing AGI

Mobile: +43 664 814 04 54
mlindenberg@novomatic.com

