

## Welcome to NOVOLAND: The NOVOMATIC Italia Experience at ENADA 2026

*From March 17 to 19, the Rimini Expo Centre will host the leading event for the gaming and entertainment industry. Now in its 38th edition, ENADA 2026 offers a strategic opportunity to the entire national gaming equipment and systems network, in a landscape increasingly shaped by rapid technological evolution and regulatory change.*

**Rome/Rimini, March 13, 2026** – NOVOMATIC Italia announces its return to ENADA with a completely updated exhibition offering that embraces the full ecosystem of land-based gaming, digital solutions, and payment services. The Group will present cutting-edge technologies designed to meet the needs of operators and stakeholders, with a strong focus on security, reliability, and innovation. The centerpiece of its presence will be **NOVOLAND**, a huge immersive exhibition area created specifically for the event, where visitors and partners will be able to explore the latest developments from the NOVOMATIC universe at first hand.

### Highlights include:

- **XTENSION LINK™ Games**, marking the Italian debut of the celebrated game family on the NOVOLINE VLT platform. This exclusive launch introduces Italy to a new generation of high-impact titles featuring striking visual content, advanced functionalities, and innovative game mechanics, elements designed to elevate and redefine the entire VLT experience.
- **NOVOLINE Easy VLT**, the new cashless model for land-based gaming. This state-of-the-art solution introduces electronic payments directly on VLTs, delivering a fully integrated experience with the **APay E-Wallet** system and connecting the NOVOLINE ecosystem to **ADMIRAL Pay**, the Group's payment institute. A true bridge between physical and digital channels, NOVOLINE Easy VLT simplifies the customer journey and expands the range of services available to operators.
- **NOVOELSY Game Server**, bringing AWP excellence online. A newly enriched portfolio that transports the top-performing AWP titles into the digital space.
- **Vabanq N Live**, a next-generation solution that elevates the thrill of live casino entertainment, combining immediate engagement with the high security and quality standards guaranteed by NOVOMATIC Italia.

## AWP Innovations

The NOVOMATIC Italia exhibition area will also showcase the latest advancements in the AWP segment, including:

- **New in-house titles** developed specifically for the Italian market, such as the highly anticipated **Top 7 Olympia** and **Top 7 Brasil**, along with the **Game Club VIP** multigame board, which was presented at the latest edition of ICE Barcelona;
- These innovations follow the launch of **AWPina**, NOVOMATIC Italia's first virtual influencer, who was created to introduce a new communication style for sharing updates, trends, and best practices within the AWP sector.

## ADMIRAL Pay and Quigioco: the phygital future

ENADA provides the Group with a key opportunity to showcase the evolution of its digital ecosystem. **Quigioco**, NOVOMATIC Italia's online brand, introduces a completely redesigned platform aimed at enhancing competitiveness and brand recognition, featuring an updated, high-performance, and user-friendly interface. The platform operates under the new remote gaming concession, which is valid until 2034, and benefits from a steadily expanding PVR network, supporting a fully integrated, secure, and compliant offering.

Alongside Quigioco, **ADMIRAL Pay** is strengthening its position as a leading provider of digital gaming services through an ecosystem built around the access point of the **APay E-Wallet**. This solution seamlessly connects the physical and digital worlds, ensuring traceability, simplicity, and efficiency in cash withdrawals and pagoPA payments and delivering a modern, seamless, and fully integrated gaming experience.

The **Novocash VLT**, **Novocash X6**, and **APay Station** systems, while not directly part of the ADMIRAL Pay offering, have been enhanced with features that enable direct interaction with the APay E-Wallet. These solutions allow players to top up their digital wallet, withdraw cash, and pay for services such as PagoPA, ensuring a smooth and fully integrated experience between PVRs and online gaming accounts.

"ENADA Primavera 2026 is much more than an exhibition", explains **Markus Buechele, CEO NOVOMATIC Italia**. "It marks the moment at which we renew our dialogue with stakeholders and look ahead to the profound transformation of our industry with the drive of a company that chooses to engage and invest. NOVOLAND is our window into the future, an ecosystem where omnichannel solutions, technology, and responsibility converge to redefine the experience of a leading product and an entertainment offering that anticipates trends and delivers top level performance. Here, we are showcasing all that we are creating for the Italian market: integrated, secure, and connected solutions. NOVOLAND is the place where we shape our future together with our customers, our partners, and our people."

**NOVOMATIC Italia invites all visitors to ENADA to discover the world of NOVOLAND in Hall C3, Booth 007.** A unique opportunity to explore the latest innovations, meet our teams, and immerse yourself in an experience designed for the future of entertainment.



**About NOVOMATIC Italia**

*NOVOMATIC Italia employs over 4,000 people in Italy and is a leader in the VLT segment. In the B2B area, it offers comprehensive gaming services and solutions, including the commercialization of AWP and VLT cabinets, games and gaming technologies, and payment solutions. On the B2C side, NOVOMATIC Italia reaches the end consumer through the ADMIRAL brand, which is present in its 300 directly-managed arcades, over 40 of which are bingo halls; through its online gaming offer on the websites [www.quigioco.it](http://www.quigioco.it) and [www.scommesseitalia.it](http://www.scommesseitalia.it); and in 130 franchised betting shops. For more information, please visit [www.novomatic.it](http://www.novomatic.it)*

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