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NOVOMATIC

is number one in Switzerland

No other gaming company has built up such an incredible reputation in Switzerland as the NOVOMATIC Group. In 1981, long before the rise of the first Grand Casinos, Professor Johann F. Graf made the first steps into the neighbouring country with gaming machines.

A guest editorial of James Graf, Swiss Gaming Magazine

In 1989 professor Graf brought a brilliant idea for so called 'skill games machines' into Swiss Kursaal casinos and triggered an immediate boom period in Swiss gaming. Up until then only the playing of Boules for low stakes (a modest bet of only five Swiss Francs was the maximum possible stake) was allowed but now, with the new innovation, more attractive gaming opportunities became reality. In the feudal Casino Montreux on the Lake Geneva shoreline NOVOMATIC celebrated the first 'Casino Admiral' premiere. Montreux was followed by a series of other NOVOMATIC casinos: In Baden near Zurich, Davos, Weggis and in the oldest casino-building worldwide in Saxon-les-Bains that was founded in 1854 by a catholic priest. This is where the Russian author Fyodor Dostoyevsky played and also where he was inspired to write his famous novel 'The Gambler'. In the Swiss canton Ticino the last but at the same time most fascinating casino, 'Casino Admiral Fox-town', was established by NOVOMATIC. Nowadays it is known as Casino ADMIRAL Mendrisio and still is the NOVOMATIC casino with the highest turnover.

Thus a new era started: In the tender for casino concessions in Switzerland in 2002, NOVOMATIC was granted four licences: Mendrisio, Locarno, Bad Ragaz and Davos. This was the beginning of yet another success story: In 2005, 2006, and 2007 Mendrisio as a B-casino – without permission to use the group's own NOVOMATIC gaming machines – upstaged all Swiss A-casinos! The success story continues today: NOVOMATIC is the undisputed number one in the Swiss casino-business. In the listing of the ten biggest gross-gaming-revenue results NOVOMATIC figures not only most frequently, with four positions, but also achieved top first and second place rankings. In the statistic of the BSE-revenue,

as defined by groups of companies (2003-2012), NOVOMATIC leads once again ahead of the French Groupe Lucien Barrière with 1.499 bn. Swiss Francs.

Furthermore, NOVOMATIC contributes the highest tax payments with 222,451,190 Swiss Francs and is ranked not only in first position in the Ticino canton but also in the overall standings of the country.

In the BSE-list of the overall top 10-casinos 2004-2012 the B-Casino Admiral Mendrisio ranked in second position with 900.8 million Swiss Francs followed by six A-casinos.

NOVOMATIC also has another notable triumph in Switzerland: Being a manufacturer of gaming machines who is not allowed to use his own machines in the group's Swiss casinos, NOVOMATIC is still the undisputed number 1 in the competition



with 16 other manufacturers. In the current 'Swiss Gaming Magazine top machine-ranking of A-casinos', NOVOMATIC is, as in previous years, represented with four gaming machine models and with 328 Super-V* Gaminator® machines, 210 machines of the rising star Ultimate 10 (the year before 74 machines) and has outpaced the competition. Novo Multi-Roulette™ and Grand Roulette are additional representatives among the top 10. Also in the Swiss Gaming Magazine top ten ranking NOVOMATIC achieved the undisputed number one position a long way ahead of the rest: In this ranking only producers are taken into consideration that have more than ten machines per casino in the Swiss A-casino market. NOVOMATIC leads predominantly with 830 machines of 11 different models.

NOVOMATIC machines are also very successful with their new Swiss distribution partner Gaminghouse AG. The company was founded in 2012 by Pascal Chambettaz, who with his experienced team provides excellent customer service for all casinos in Switzerland.

JAMES GRAF

James Graf followed and supported the motion in the Swiss parliament for the abolishment of the prohibition of casinos.

Furthermore, he was one of the major drivers who made the success of the Swiss casino industry possible.

He has held a close and amicable relationship with NOVOMATIC for many years.



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NOVOMATIC Nr. 1 in der Schweiz

Kein anderes Glückspielunternehmen hat sich in der Schweiz einen derartigen Namen gemacht wie der NOVOMATIC-Konzern. Bereits 1981 machte Professor Johann F. Graf mit Geldspielgeräten – lange bevor 2002 die ersten Grand Casinos erlaubt wurden – den Schritt ins Nachbarland.

Ein Gastbeitrag von James Graf, Swiss Gaming Magazine

1989 brachte Professor Graf eine geniale Idee für sogenannte 'Geschicklichkeitsgeldspielautomaten' in die Schweizer Kursäle und löste damit einen Boom aus. War vom Gesetz her bislang nur das Boule-Spiel mit einem bescheidenen 5-Franken-Einsatz möglich, so konnten fortan deutlich attraktivere Spielmöglichkeiten angeboten werden. Im feudalen Kursaal Montreux am Genfer See feierte NOVOMATIC mit dem 'Casino Admiral' Premiere. Es folgte eine Reihe weiterer NOVOMATIC-Kursäle: In Baden bei Zürich, Davos, Weggis und



im ältesten Casinogebäude Europas in Saxon-les-Bains – 1854 von einem katholischen Priester gegründet. Dort spielte schon Fjodor Dostojewski und schrieb seinen berühmten Roman 'Der Spieler'. Im Tessin wurde 1997 mit dem damaligen 'Casino Admiral Foxtown' und heutigen Casino ADMIRAL Mendrisio das letzte, zugleich faszinierendste und umsatzstärkste Kursaal-Casino von NOVOMATIC eingeweiht.