

SUCCESS HAS A NAME Novomatic Group of Companies

ENTERTAINMENT UNLIMITED

The Casino commitments of Novomatic Group of Companies, under the guidance of its founder and primary shareholder Professor Johann F. Graf, now comprise over 30 Casinos worldwide.

Novomatic Group of Companies AG employs 4,500 people worldwide, and the turnover in 2005 was more than 500 Million Euros.

"We remain fascinated by technology, and view our technological pioneering activities as indivisible from our committed responsible gaming. This, together with an unrestricted quality and security are as much a part of the success

Novomatic Group as our worldwide partnerships, fairness and trust in employees", Professor Johann F. Graf.



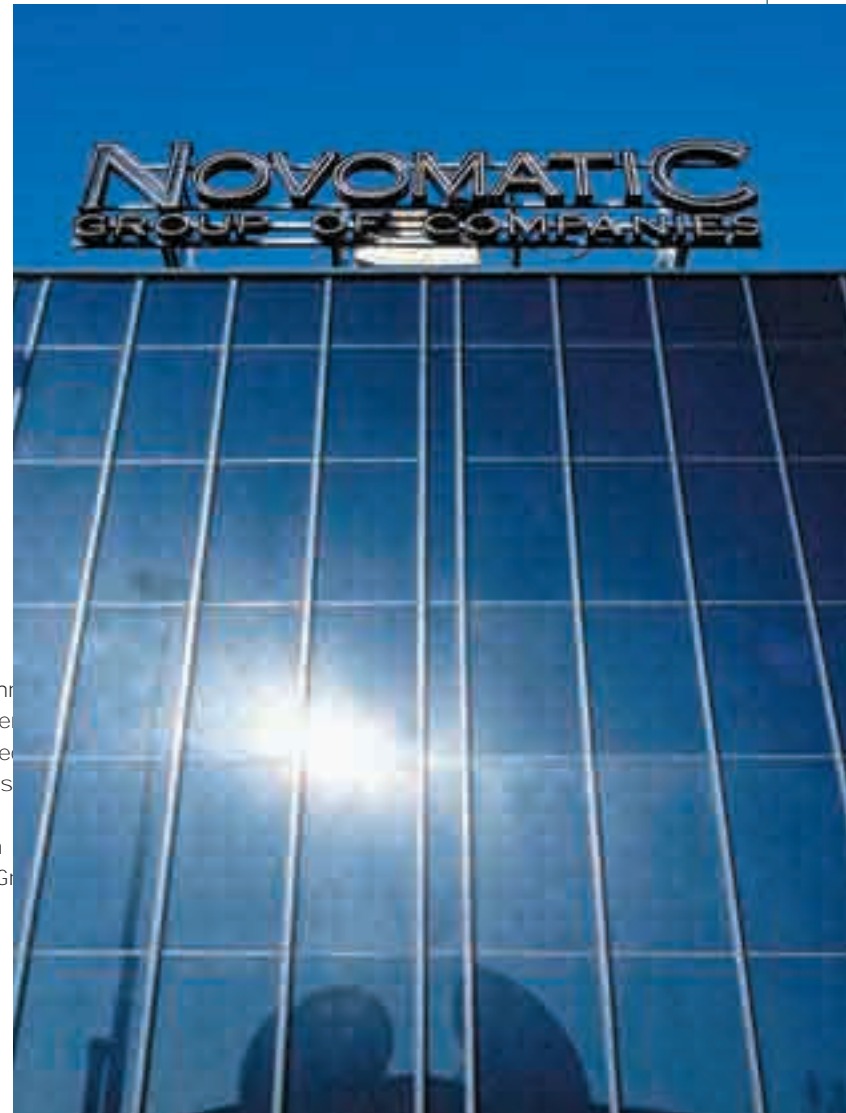
Professor Johann F. Graf.

In Germany the Casinos in Bad Wilhelmshöhe near Kassel, at Kurfürstengalerie in the city centre of Kassel, in Bad Wildungen, Germany's first airport Casino at Frankfurt Airport, as well as the Casinos in the Baltic seaside towns of Heringsdorf and Stralsund are operated in cooperation with Stiftung Deutsche Sporthilfe. The Casino commitments of the Novomatic Group in Germany further comprise interests in the

Casinos located in Rostock, Waren and Schwerin. In addition, Mr Graf, is the largest single shareholder of Spielbank Berlin / Potsdamer Platz, Germany's top-ranking Casino by gaming revenue.

The Swiss affiliate, ACE Casino Holding operates the wholly-owned Grand Casino Mendrisio in Ticino, generating the strongest turnover among Switzerland's Casinos, as well as Casinos in Locarno and Bad Ragaz - making Novomatic a leading player in the Swiss Casino market.

Through Paradise Casino Admiral, Novomatic Group is a gaming market leader in the Czech Republic, where the Group was a pioneer with engagements starting directly after the fall of the Iron Curtain. The Novomatic Group boasts the largest Casino in the Czech Republic, the Roman-themed Casino Admiral Colosseum in Excalibur City at the Austrian border crossing of



Novomatic Headquarters



Grand Casino Mendrisio



Casino Admiral Colosseum

Kleinhaugsdorf/Haté. The opening of the Colosseum coincided with the date of the 2004 enlargement of the European Union, underlining the symbolic bridging role of the Casino in this border area. An additional 10 Casinos and gaming outlets are proof positive of the Group's in-depth engagement within the Czech Republic.

In 2003 the first Casino Admiral was opened in Sopron, Hungary and followed in the summer by a flagship Casino located in Budapest in the centre of the Hungarian capital.

Approximately 10 Novomatic affiliated gaming operations are planned in Hungary over the next few years to fully satisfy the expectations of Hungarian visitors and thousands of tourists. Novomatic has introduced State-of-the-art Casino technology to the Baltic states. With Novoloto, which emerged from a joint venture with the state lotteries, the Group holds a market dominant position in Estonia operating 7 gaming facilities including the most modern operation in the Estonian capital of Tallinn. The Baltic engagement is also well evidenced in Latvia with approximately 100 Novomatic affiliated gaming locations boasting more than 2000 slot machines. As in the Baltic States, Novomatic's engagements in Poland have been long established, offering a world of excitement in a range of locations such as the Casino in Lodz.



Admiral Leisure Ltd. is domiciled in South Africa, and operates gaming locations and small-scale Casinos throughout Southern Africa. Whether operating Grand Jeux or modern Casinos with a clear focus on interactive electronic live games, multi-player installations and state-of-the-art technology slot machines, internationally recognised player protection and aid programs, the responsibility vis-à-vis our players, and absolute security are the fundamental principles upon which game offerings, Casino and arcade operations are founded.

INNOVATION PAR EXCELLENCE

The electronic gaming machines manufactured by the Novomatic Group of Companies define tomorrow's standards. To further expand its technological edge Austrian Gaming Industries GmbH (AGI) invests approximately 10% of its annual turnover in Research and Development. This commitment makes AGI the manufacturing flagship of the Novomatic Group and a world market leader in cutting-edge Casino technology.



The list of innovative highlights is impressive: American Poker II was launched in 1990 to wide acclaim and is today simply referred to as "The Legend". In 1994, the revolutionary ASIC hardware platform was released. In 1997, with the unveiling of the Coolfire™ platform AGI made its next significant contribution to making gaming a high-tech industry. The development of the fits multi-player machines, a solution to the problem of space restrictions limiting the number of players who can participate in a game, started as early as 1995. In 1997, the first multi-player systems were presented. This initial automation of the Roulette game led to the development of Novo Touchbet™ Roulette, the most revolutionary innovation in the history of Roulette gaming and the first-ever blend of the possibilities of modern high-technology with the fascination of the classic Casino live game. Up to 250 players are able to participate in a live Roulette game from the comfort of private player stations. Innovations such as these from the AGI stable have garnered accolades worldwide and have consolidated the reputation of the Novomatic Group as a leading-edge pioneer.

Novo Multi-Roulette™ and Novo Touchbet™ Roulette systems were presented to the world at the ICE 2001 exhibition in London. Within a year, systems totalling more than 1000 terminals were installed in England alone. Novo Multi-Roulette™ and Novo Touchbet™ Roulette systems totalling more than 2000 terminals have been installed in leading Casinos all over the world. Novo Touchbet™ Roulette had set out on an unstoppable triumphant march through Europe's Casinos and established itself in Australia and Africa. 2002 saw the presentation of the Classic StreamLine™ and a year later Novo Multi-Screen Technology was launched at ICE. With Novo Triple Hot™ Novomatic presented the first-ever multi-player slot machine in 2003. AGI again reinforced its position as trendsetter at the forefront of revolutionary developments in the gaming industry with the presentation of Multi-Screen Technology and the Gaminator™ at ICE 2004. Superior game design and technical trendsetting are the foundation of AGI's leading edge worldwide. In addition to current R&D expenditure, 25 million euros have been invested into the development of multi-player installations alone. Today AGI's products are represented in most Casinos around the world.

MAKING WAVES
ICE 2005 saw the unveiling of Novo Multi-Table Roulette™. The world-renowned Roulette offerings from AGI just got better: the operator now has the flexibility to interconnect any 3-way combination of Novo TouchBet™ Live-Roulette,



Multi-Roulette™



Novo Multi-Roulette™ and Novo Flying Roulette™. The addition of top quality live video displays adds to the excitement and atmosphere. AGI's new B&G™ terminal met with stunning interest. The B&G™ terminal with its aesthetically pleasing modern design is packed with the same options and features of a standard Casino cabinet. In addition the B&G™ terminal is TITO and Smart Card ready, and can be placed anywhere as no base is required. Another new offering from AGI that made waves at ICE 2005 was Novo Multi-Wheel Roulette™, a stand-alone Casino machine

featuring a standard Roulette table layout with straight number bets only. This exciting new game offers the opportunity to bet on the outcome of up to 10 Roulette wheels simultaneously. **SECOND HOME: GERMANY**
Novomatic and NSM-Löwen Entertainment have a long history including a cooperation for the development of the now famous video game platforms "Magic Games I" and "Magic Games II". On 17 October 2003, the Novomatic Group acquired NSM-Löwen Entertainment and with it a considerable market share making Germany virtually a second home. NSM-Löwen Entertainment comprises approximately 500 employees, numerous branches and service partners and has achieved nation-wide market presence in Germany. The business lines of NSM-Löwen Entertainment include development, production and distribution of gaming machines, as well as touchscreen and multi-media / Internet terminals, and thus blend perfectly into the

portfolio of the Novomatic Group. **ASTRA**
With the acquisition by Novo Gaming UK Ltd of an 80 percent shareholding in Astra Games Holdings LTD, the leading-edge



gaming equipment manufacturer headquartered in Bridgend near Cardiff, Novomatic continues its successful course of expansion in the field of manufacturing also. Founded in the early 1990's, ASTRA has long successfully established itself in the English high-technology gaming market, with a most recent annual turnover of approximately 20 million Euros and more than 100 employees. With a conscious focus on the development of innovative technologies for niche markets such as multi-player systems and slot machines for Casinos, bingos and amusement arcades ASTRA fits perfectly into Novomatic's strategic philosophy.



MOVEMENTS EAST
Novomatic AG has a firm commitment to the Czech market. As early as 1989, a project involving 16 employees started near Prague to build gaming machines. In 1996, European Data Project (EDP) emerged to become a leading manufacturer of advanced Casino technology in the Czech Republic. In 1998, a state-of-the-art production plant was opened in Komorany near Brno including modern assembling and wood processing facilities. The production space totals 14,000 square metres with work places and machinery at top European level. In the wood processing plant employees work in two shifts on CNC controlled state-of-the-art machines. As a manufacturing company, EDP boasts some of the most advanced technology in the region.

EDP has also successfully entered the Czech Casino market. The acquisition of Paradise Casino International was the foundation of today's Paradise Casino Admiral operating 12 Casinos and a further 10 gaming outlets in throughout the Czech Republic. In the autumn of 2002, a modern metal processing plant was opened in Rousinov. At this 40,000-square-metre facility with approximately 6,000 square metres of production space,

components for Casino and AWP machines are produced. Investments for the new plant totalled approximately five million Euros. With two state-of-the-art production facilities, EDP currently boasts total production space of 20,000 square metres, where approximately 400 people are employed in a high-technology sector. This, together with the Paradise Casino Admiral operations, makes EDP a market leader in the Czech Republic. In 1996, Novomatic AG entered into a joint venture with Eesti Loto, Estonia's state-owned lotteries company to establish Novoloto. In April 1997, Novoloto opened its first Casino. After a successful start, further investments of more than two million



SlantTop-Riches

Euros were made in Estonia, and today Novoloto operates a total of 7 gaming establishments. Novomatic plans to invest another 10 million euros over the next few years in the promising markets of the Baltic States, where in Latvia alone Novomatic currently operates around 100 gaming establishments with approximately 2000 machines. Another success story is Hungary. Following the opening of two Casinos Admiral in Sopron and AGI American Games' flagship Casino in Budapest, a further ten gaming locations are planned in Hungary over the next few years. Novomatic interactive live

games and multi-player installations are embraced by Hungarian players and have brought about a quantum leap in the quality of Hungarian gaming establishments, raising Casinos and slot arcades in Hungary to international standards. The foundation of the Novomatic subsidiaries AGI Hungaria and AGI American Games underlines the commitment to establishing a quality partnership with Hungary in the gaming industry.

SOFTWARE CENTRE KRAKÓW

Novomatic Group of Companies proved again to be a pioneer in the field of scientific research. Based on a long-standing cooperation with Kraków's University of Science and Technology a joint venture was established in the early 1990's, from which ATSI (Advanced Technology Systems International) emerged in 2000. The high-tech facilities in Kraków serve as a technology centre for the Novomatic Group of Companies developing and programming customised software solutions in close cooperation with the University of Science and Technology. Nearly 200 highly-skilled engineers are employed in the development of leading-edge technology for Casino markets. ATSI's engineers are not only in pursuit of a technological edge but are also engaged in scientific research focusing on gaming quality and culture in search of game fascinations of the future. ATSI is firmly established as a development centre for the global player Novomatic. ATSI's development activities include cutting-edge Casino games, state-of-the-art software solutions, video lottery solutions, jackpot systems and international sports betting solutions.

ADMIRAL SPORTWETTEN

Wherever somebody is looking for fun, sports and the thrill of betting, they will find an Admiral sports betting café in their vicinity. Admiral Sportwetten GmbH was founded in 1991 as a wholly-owned subsidiary of Novomatic AG and has been listed on the Vienna Stock Exchange since 2001. With a high degree of name recognition and Novomatic AG as a leading technology supplier in gaming as a backup Admiral Sportwetten



has established itself firmly as a competence centre for sports betting. The pole position of Admiral Sportwetten in the Austrian market is a solid foundation for its expansion to selected regulated markets in Europe, exporting the successful business model of the Admiral betting cafés whilst exploring leading edge strategies for Internet betting, betting terminals and alternative distribution channels. Admiral Sportwetten handles its online offerings via its London based wholly-owned subsidiary Admiral Sports Betting (UK) Ltd. This enables Admiral Sportwetten to continue its rapid growth also in its e-business giving sports aficionados everywhere an opportunity to indulge in their favourite sport: betting.

SCIENCE AGAINST ADDICTION

In 2001 Novomatic began to cooperate with the Interdisciplinary Research Group on Addiction, Berlin and Chareté-University Medicine Berlin for a comprehensive prevention and intervention program, which was successfully piloted in Spielbank Berlin. The collaboration forms part of an extensive prevention and intervention program focussing on the development and maintenance of addictive behavior. The features of the prevention and intervention program for pathological gamblers and at-risk persons include the implementation of staff training with subsequent supervision, an informational flyer for affected and interested



Jens Halle

individuals, and the cooperation with a regional professional help provider. Following the successful implementation of the pilot project in Berlin the prevention and intervention project has been and is being established in Germany and in Europe based largely on the involvement and support of Novomatic AG. Especially forward-looking and innovative is the establishment of this project in the field of sports betting at Novomatic's Admiral Sportwetten, Austria. The resulting development of a network consisting of Casinos and betting enterprises as responsible providers and help facilities increases the opportunities for prevention and therapy in the field of pathological gambling to be provided in a joint and, therefore, more effective manner. Mr Jens Halle, managing director of AGI, said: "The duality of being a leading developer of advanced Casino technology and an operator of Casinos world-wide provides the advantage of always having a finger on the pulse of the action. The experience thus gained is utilized directly by highly skilled engineers, technicians and designers working in research and development and in the production process together with the results of the academic research. In today's globalised world and communication society spatial borders are no longer Novomatic has always been aware of this and since its establishment has thought international."



Thank you...

...to all the ICE 2005 visitors for the overwhelming acceptance shown to us at our stand in London. The friendly and co-operative atmosphere leading to successful business transactions would not have been possible without your support and AGI's Managing Director Jens Halle and the entire Austrian Gaming Industries team want to express their thanks for your interest and the huge amount of orders you placed.

AGI – the Innovator in Gaming.

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