

New management structure for NOVOMATIC Africa

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NOVOMATIC aims to excel services, support and product placement in the African markets by implementing a new management structure.

NOVOMATIC has been spearheading the South African gaming industry with a long-term footprint and a record of success for more than 20 years. NOVOMATIC products have a substantial track record of leading performance all across Africa and are renowned for their outstanding design, immersive game play, premium quality and proven reliability among both the gaming operators and players. On the one hand, the team at the regional NOVOMATIC Africa headquarters located in Johannesburg is delivering first class products and services to gaming operators in both the casino and the Limited-Payout-Machine market segments in South Africa and many other African countries. On the other hand, the Johannesburg team is strategically steering NOVOMATIC's gaming operations in Namibia and Eswatini. Recent personnel and structural changes in the executive management of the company aim to address challenges in the local business environment as well as changing market dynamics and are set to strengthen the customer relationships throughout the region by leveraging the teams' competences and level of performance.

As of June 1, 2021, Sonya Nikolova, Muriel Loftie-Eaton, and Alexander Merwald will officially resume their roles as Managing Directors of NOVOMATIC Africa: Sonya Nikolova is acting as CEO whilst continuing to lead the sales activities on the African continent. Muriel Loftie-Eaton is acting as CFO, and Alexander Merwald as CIO, while continuing his role as Head of NOVOMATIC Group Mergers and Acquisitions. NOVOMATIC would like to extend its gratitude to the former executives Gary Chapple and Gordon Cameron for their integrity and long-lasting contribution to the outstanding success story of the company in the South African region.

Sonya Nikolova joined NOVOMATIC AG in 2016 in a senior position at the Global Sales department. Her professional background in Industrial Engineering and Management as well as vast expertise in senior executive positions within the gaming sector add great value to the business operations and management team of the NOVOMATIC Africa Group and a guarantee of professional, timely and effective support to all partners and NOVOMATIC customers in the region.

Muriel Loftie-Eaton is a qualified chartered accountant and has been involved with NOVOMATIC since 2017. Her involvement commenced as a business partner and consultant with her formally joining the board of Directors of NOVOMATIC Africa in 2020. Muriel has had a long-standing career in the gaming industry having previously been employed by Tsogo Group's parent company HCI for almost 10 years in various executive capacities.

Alexander Merwald has been with NOVOMATIC AG since 2012, when he was put in charge of the Group's M&A department. He has a degree in finance and before joining NOVOMATIC has had a successful career in corporate finance advisory. Alexander Merwald will add significant value in regard to the expansion plans of NOVOMATIC Africa in the operational gaming segment of its business in the region.



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Sonya Nikolova, CEO NOVOMATIC Africa, said: “My new role implies a high level of responsibility towards the Board of NOVOMATIC AG as well as towards my fellow directors, the team, customers, friends and family. NOVOMATIC is a great company to be working for, and I consider this appointment a distinct privilege and an honour. One of the first priorities will be to increase customer satisfaction by means of implementing premium quality corporate standards and good business practices throughout all business areas of the local units. The outstanding NOVOMATIC gaming technology and products, complemented by the commitment, competences and skills of the whole team are solid proof that we are well equipped to achieve all the goals we have set.”

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 45 countries and exports high-tech electronic gaming equipment and solutions to about 90 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its some 1,900 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC AG Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at www.novomatic.com

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