

NOVOMATIC again in second place among Austria's most valuable brands



On 30 June 2021, the Austrian Brand Value Awards for the most valuable Austrian brand companies took place for the 18th time. NOVOMATIC was once again able to take an excellent 2nd place in this ranking of the European Brand Institute (EBI) and now ranks behind the undisputed winner Red Bull and ahead of the renowned B2C brand Swarovski.

Gumpoldskirchen – In spite of reduced revenues in its 40th anniversary year 2020 due to Corona, the global gaming technology big player NOVOMATIC was able to secure its excellent second place with a brand value of EUR 2.968 billion (-16.3%) thanks to its innovative strength and sustainable efficiency improvement measures across the entire group.



With the granting of a sports betting licence for ADMIRAL in Germany, growth in the online segment as well as renowned international awards – such as „Casino Supplier of the Year“ for the third time in a row and top rankings in international

ESG ratings – the world’s leading full service provider for the gaming industry is well prepared for the future. „It fills us with great pride that despite the Corona pandemic we were able to maintain 2nd place in this renowned ranking. After all, with activities in about 90 countries and around 21,000 employees worldwide, a strong and uniform brand presence is essential for our international corporate success,“ emphasises NOVOMATIC Executive Board member Johannes Gratzl.



The Austrian Brand Value Study 2021 determined those domestic company brands, which are more than 45% owned by Austrians from the „trend-TOP500 companies with the highest turnover in Austria“. The brand value was determined according to the current international standards ISO 10668 and ISO 20671 and analyses captured more than 180 Austrian brand companies in 16 industry segments. From these, the top 10 were finally selected and published.