

NOVOMATIC voted one of the most valuable Austrian brands

The Austrian Brand Value Study 2022 honoured the most valuable brand companies nationwide for the 19th time and confirms NOVOMATIC's excellent 2nd place. The gaming technology group also moves up to 4th place with AAA in the Sustainable Brand Ranking.

Gumpoldskirchen – With some 21,200 employees worldwide and activities in around 100 countries, NOVOMATIC has once again secured an excellent second place nationwide in the ranking of the European Brand Institute (EBI). Boasting a brand value of EUR 3.033 billion (+2.2%), the company ranks currently between Red Bull and the domestic food retail chain Spar. NOVOMATIC also received valuable recognition for its great commitment in the area of sustainability with an AAA Sustainable Brand Rating and an excellent 4th place.



Despite the challenging pandemic-related business environment throughout 2021, NOVOMATIC was able to achieve numerous international awards and top rankings in renowned ESG ratings through its innovative strength, consistent pursuit of sustainability goals

and efficiency improvement measures. “To be repeatedly ranked second among the country’s most valuable brand companies proves once again that our dual strategy as a producer and an operator is the right way to go. After all, a consistent and strong brand presence is essential for our international

success. Furthermore, we are particularly pleased about the excellent ranking in the Sustainable Brand Ranking, since we bear a great responsibility towards our employees and customers in this respect,” emphasises NOVOMATIC CEO Johannes Gratzl.

Within the framework of the Austrian Brand Value Study, the European Brand Institute annually determines the most valuable Austrian brand companies from the “trend-TOP500 of the companies with the highest turnover in Austria” of the business



magazine Trend. Companies that are more than 45 percent owned by Austrians and whose brand value is assessed according to the current international standards ISO 10668 and ÖNORM A 6800 are evaluated on the basis of criteria such as industry sector, brand strength, trend development, brand potential and turnover. The study nominated 180 Austrian brand companies from 16 industry segments.