

Greentube acquires Mazooma Interactive Games

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Greentube has struck a deal to acquire UK-based Mazooma Interactive and welcomes onboard its latest subsidiary – Greentube UK Ltd.

Greentube, the NOVOMATIC Interactive division, has acquired Mazooma Interactive Games (MIG) to streamline the interactive units across the NOVOMATIC Group. MIG plays a key role in the UK market and provides a game integration capability to enable land-based games to enter the online market. The company has focused its attention on developing digital content for internet and mobile markets both in the UK and internationally.

The conception of Greentube UK Ltd. is intended to provide Mazooma's former customer base local access to the entire NOVOMATIC Group portfolio – as well as Greentube's state-of-the-art products and services. Greentube UK will retain the game build and its design capabilities in this new format.

Georg Gubo, Greentube COO, commented: "We are very happy about welcoming new members of the Greentube family. This is a significant business reorganisation to support our growth plans in the UK both from a B2B and B2C perspective."

Tony Oliver, Greentube UK Managing Director, commented: "It is an exciting time for us. This investment from Greentube will provide clarity to our customers as well as support our expansion plans in the UK market."

About Greentube

Greentube Internet Entertainment Solutions, the global interactive unit of NOVOMATIC is a leading developer and supplier of iGaming solutions. Greentube is a wholly-owned subsidiary of the NOVOMATIC Group, one of the biggest producers and operators of gaming technologies and one of the largest integrated gaming companies in the world. Greentube's industry leading Omni-channel technology allows the convergence of online, mobile and land-based games. The well-diversified product portfolio includes Classic Slots, Table Games, Live Dealer Gaming, AWP Reloaded Slots, Server-Based Gaming, Social Casino Gaming, Bingo and more.

Further information:

Michaela Zajackova
PR Manager
Greentube Internet Entertainment Solutions GmbH

Phone: +43 1 90 171 1213
press@greentube.com

Mike Robinson
International Communications Manager
NOVOMATIC Gaming Industries GmbH

Mobile: +44 7871 918 097
mrobinson@novomatic.com