



PRESS RELEASE

Success factor: ICE

BALLY WULFF showcases its international future in London

Berlin, 28.02.2017. The leading trade fair for the gambling industry took place from 7 to 9 February in London. The long-established Berlin-based company BALLY WULFF used the platform to present its product highlights for Spain, Italy, Germany and the online market. At the same time, the company took the opportunity to nurture its collaboration with UNIDESA, its Spanish distribution partner.

Alongside product launches and inspiring presentations, the main aim of ICE Totally Gaming in London is to bring industry visitors and operators together to share ideas and experiences. BALLY WULFF and the Spanish industry giant UNIDESA used the occasion of the trade fair to review their years of successful collaboration to date. "In conjunction with our partner UNIDESA, BALLY WULFF has become a major brand in Spain," says Willem Korteweg, Export Manager at BALLY WULFF. "We have experienced a great deal of growth and gained a lot of fans, and our aim is to top this success in the years to come."

UNIDESA is responsible for distributing BALLY WULFF's products in Spain and confirmed at ICE Totally Gaming that the contract has been extended. BALLY WULFF's Managing Director Lars Rogge is enthusiastic about the continued partnership: "We are going to take our collaboration to the next level, with a number of exciting

projects already in the pipeline. The Spanish market can look forward to even more innovative ideas and creative games!" Josep Maria Casas, Managing Director of UNIDESA, agrees: "With BALLY WULFF's sophisticated game ideas and our expertise regarding the Spanish market, we have already created a number of extremely successful products!" The dynamic duo of UNIDESA and BALLY WULFF are already working on follow-up products for the bar market and new highlights for gaming venues.

Alongside a strong focus on the future of the Spanish market, the company's appearance in London also heralded the expansion of activities on the Italian market. This spring will see Hercules Magnus and Hero's Quest Gold winning the hearts of players in Italy. With its innovative game ideas and high-quality animations, BALLY WULFF knows exactly what fans of modern gambling want.

The Berlin company's reputation as an important brand in Italy was also confirmed by the large number of Italian visitors at the fair. "In Italy, just as in Spain, we rely on the perceptiveness of our local partners," explains Willem Korteweg. "Take our cooperation with PSM, for example. We are working with the Italian company to launch the game 40 Thieves on the market, ensuring that we can adapt our game ideas perfectly to the local audience."

In parallel with its success on the terrestrial market, BALLY WULFF is also developing its online games and has set its sights on strong growth in the future. "ICE was a great success for our online activities as well – we have come back to Berlin happy," says Managing Director Thomas Wendt in summary.

All in all, ICE 2017 was a triumph for BALLY WULFF on all fronts!

BALLY WULFF – living tradition meets modern entertainment:

BALLY WULFF Games & Entertainment GmbH is a leading German company in the entertainment electronics segment and combines the fields of development, manufacturing and sales of gambling machines. Sales of the products are focused on the German market while the export business primarily targets Spain and Italy. The traditional Berlin company's product portfolio includes state-of-the-art gambling machines, which impress users with their contemporary look, HD animation, touch screens and stunning game quality. The core area of expertise is the development of entertaining, creative games software which is used in commercial gaming venues, the bar market and also by licensed online providers. BALLY WULFF provides the right products to meet the individual needs of the different target groups within the various segments. The company is therefore a huge player within the leisure industry – of course in compliance with comprehensive and monitored gamer protection. Founded back in 1950, BALLY WULFF has been part of the Westphalian SCHMIDT Group since 2007. The company has 12 customer centres in Germany and employs around 280 staff.

BALLY WULFF Games & Entertainment GmbH

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