



PRESS RELEASE

Goodbye London, hello future

BALLY WULFF enjoys huge success at trade fair

Berlin, 08/02/2019. After three exciting days, ICE Totally Gaming in London came to an end yesterday. BALLY WULFF's appearance at the trade fair was a resounding success once again. The team from Berlin are taking home lots of new perceptions, interesting conversations and all kinds of inspiration.

With over 8,500 exhibitors from more than 150 nations, ICE Totally Gaming is the key trade fair for the gaming industry. The response to the trade fair also always gives BALLY WULFF an indication of the trend for the year to come. This year, the trade fair from 5 to 7 February was full of energy and we felt the buzz surrounding the BALLY WULFF stand more than ever.

Visitors were enthusiastic about the innovations from Berlin. In particular, guests were drawn to the stand by the LUX family, which has been available on the German market since November 2018 and comprises four models featuring numerous game packages and innovations. Guests at the trade fair were especially impressed by the smart jackpot solutions that effortlessly stole the show from others of this type. BALLY WULFF also took along its star performers, CRYSTAL BALL FREEPOT and RED HOT FIREPOT MAX, which boast excellent chances of winning and an impressive appearance.

First launched on the Spanish arcade market last October, the new triple multi-unit stations in the LUX SLANT and the imposing LUX

GRAND with a third monitor drew a great deal of attention from visitors to the stand. With the REFLECTION games packages available in either RED HOT FIREPOT or SECRET ISLAND, BALLY WULFF provided a true eye-catcher.

The Spanish product portfolio was rounded off with the universally loved ACTION STAR BAR II. The trump card for the bar market was perfectly equipped for the event with popular games such as Mystic Force and Sevens & Bars. "Our presence at the trade fair has surpassed our expectations. We are extremely enthusiastic and believe that our customers from both the arcade and the bar sectors lift the gaming experience to a whole new level thanks to our products," summarised Luigi Limido, Managing Director of BALLY WULFF Spain.

Moreover, the online games area at the stand was a popular point of contact for visitors, because this was where BALLY WULFF games for the online market could be tested on a whim. "The online market is booming and with every trade fair we experience more demand for our range of creative games," said Thomas Wend, Managing Director of BALLY WULFF. It is therefore no surprise that the team from Berlin have once again expanded the range of online games in comparison to the previous year.

"On behalf of the whole team from BALLY WULFF, I would like to express our heartfelt thanks to everyone who visited us. You have made this trade fair a very special event for us," concluded Lars Rogge, Managing Director of BALLY WULFF.

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. 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. Since 2019, following a fundamental restructuring of shareholding relationships, the company has been wholly owned by the U. Schmidt corporate group. BALLY WULFF currently operates 11 customer centres and employs around 320 staff.

BALLY WULFF Games & Entertainment GmbH

Press & Public Relations

Julia Kuester

Colditzstr. 34/36

12099 Berlin, Germany

Tel.: 030-290 234-630

E-mail: j.kuester@bally-wulff.de

Website: www.ballywulff.de