



## ICE 2020 a grandstand start to the new decade for Aristocrat in EMEA

February 16, 2020

London, 17th February 2020

**Aristocrat Technologies has cited ICE 2020 as its busiest and most significant launchpad event to date, having used the London show to unveil three new cabinets for the EMEA region, presenting 111 different games for casino, bingo and salon markets and announcing new partnerships to expand the company's content footprint in Europe.**

James Boje, Aristocrat Managing Director – EMEA, said, "Visitors to our stand shared very high levels of excitement and enthusiasm as they were shown Aristocrat's rich portfolio of new innovations.

"Never before has Aristocrat launched three new form factors into this region simultaneously and reaction to our new MarsX™, EDGE X™ and ReIm™ cabinets, all of which have proven themselves in North America and now too in Europe, was highly rewarding. This is testimony to the industry-leading levels of design and development investment made by the company across successive years in our endeavours to deliver the world's greatest gaming experience, every day.

"Our game studios upped the ante yet again, with a plethora of A-list licensed themes – including FarmVille™, Madonna™, Mad Max: Fury Road™, The Walking Dead™ III, Game of Thrones: Winter is Here™, Star Trek™: The Next Generation, Billions™ and Zorro™ – which will continue to deliver globally renowned brands to enthralling gaming entertainment.

"Huge interest was also shown in proprietary link concepts Cash Express™ Luxury Line™, Gold Stacks 88™ Link, Dragon Tower Jackpots™ and perennial performers Dragon Link and Lightning Link that continue to engage players across the world up to five years on from their initial release.

"Standalone games also made a big impact with operators due to the sheer number and creativity of new maths models on offer, drawing on both proven mechanics as well as a number of inspirational new ideas.

"The bingo portfolio was also enriched with a mix of new local area progressive games together with a selection of classic games that have delivered time and time again in numerous gaming segments around the world."

"Aristocrat demonstrated its commitment to the Spanish salon sector with a range of new games, cabinets and new and exciting bank configurations which, through our new extended partnership with local distributor VID, will be rolled out across Spain over the next 12 months.

"We continue to explore new market segments to help grow our footprint throughout the region and a new content distribution agreement with Inspired Entertainment, Inc. was signed at the show that will see bespoke Aristocrat content delivered to players through Greek video lottery terminals, Italy's comma 6B market and the United Kingdom B3 market."

Mr Boje concluded, "ICE 2020 was undoubtedly our most productive show on record as Aristocrat continued to strengthen existing partnerships whilst developing new relationships that will lead to more players engaging with our unique brand of gaming entertainment – a truly brilliant way to enter a new decade."

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James Boje  
Managing Director - EM&A  
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**Images attached:** Aristocrat stand at ICE 2020; Aristocrat's ICE team; MD – EMEA, James Boje.

**About Aristocrat Technologies**

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a global games leader with more than 6,000 employees. The company is licensed in around 300 gaming jurisdictions, operates in more than 90 countries, and offers a unique blend products and services. The company's mission is to "bring joy to life through the power of play". Its values are rooted in creativity and technology, and the company has a rich history of innovation that has shaped the gaming industry over many decades. For further information, visit [www.aristocrat.com](http://www.aristocrat.com).

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