

PORTRAIT

2023



MERKUR

Enjoy the game

Key figures of the Gauselmann Group

The 2021 financial year was significantly impacted by the effects of the coronavirus pandemic.

In EUR million	2019	2021	2022
Revenues of all group entities (cumulative)	3,416	2,566	3,630
Revenues (fully consolidated)	2,575	1,830	2,578
– of which in Germany	998	783	1,139
– of which international	1,577	1,047	1,439
Equity and capital contributions	1,116	1,277	1,253
Equity ratio	66.4%	61.7%	57.9 %
Investments	225	195	249
Workplaces at year's end	13,846	14,492	14,905
– of which in Germany	7,367	7,740	7,757
– of which international	6,479	6,752	7,148
– of which apprentices and trainees	227	191	176



MERKUR – Enjoy the game

The Gauselmann Group is an internationally operating family-owned business that committed to enjoyment of gaming more than 65 years ago. Whether at the gaming arcade or in the casino, whether in the sports betting shop, at online gaming or in the casino on the cruise ship: under its umbrella brand MERKUR, the Gauselmann Group provides first-rate entertainment for adult players in the form of gaming with stakes and prizes.

Every day about 15,000 employees give their best to offer customers throughout the world a varied gaming experience with innovative games and gaming machines, state-of-the-art applications and system solutions plus various services.

However, not only gaming for fun, passion and innovative power are among the fortes of the Gauselmann Group – professionalism and reliability are also innate values of the company. Exemplary youth and player protection as well as a responsible way of handling potential gaming risks are an absolute must and are practised on a daily basis by the Gauselmann Group.

In this portrait we would like to introduce ourselves: our products and offerings, our social commitment, our qualities as an employer and much more. Go ahead and discover the Gauselmann Group and its diversity, which has been united by one passion for more than six decades: enjoyment of gaming.



Company management

From a one-man business – the first seven years as a sideline and self-employed – to an internationally operating major company in the entertainment and leisure industry with around 15,000 employees worldwide: this is the impressive record of the Gauselmann Group since it was founded by Paul Gauselmann in 1957. Three factors have crucially contributed to this success: consistency, sustainability and structural stability.

In order to preserve the family-owned company for the coming generations and secure it for the long term, the company shares of the founding shareholder, Paul Gauselmann, and his family were transferred to the Gauselmann Family Foundation on 1 January 2016. As sole shareholder it has taken all fundamental and strategic decisions since then. Thanks to the Gauselmann Family Foundation, breaking up the business, for example by one owner selling his or her shares, is impossible. Moreover, it protects the company against unpredictable inheritance tax burdens: although substitute inheritance tax is due every 30 years, unlike an actual inheritance case it can be planned.

The Gauselmann Family Foundation is run by a three-member Foundation Board chaired by Paul Gauselmann. The majority of the Family Foundation Advisory Board consists of members of the Gauselmann family – a clear commitment to the company and the region. The eight-member Management Board is responsible for implementing the strategy decided upon by the Foundation's Board of Directors. The Supervisory Board, which consists of three members, including two members of the Gauselmann family, serves as the company's regulatory body. It does not intervene in the day-to-day operations but monitors the activities of the various management bodies.

With this form of corporate governance the Gauselmann family has paved the way for the long-term preservation of the Gauselmann Group as a reliable economic engine and a secure employer in Eastern Westphalia.



Advisory Board: Sonja, Armin, Karin, Karsten, Paul, Michael and Janika Gauselmann.

Foundation Board of Directors: company founder Paul Gauselmann with son Armin and Manfred Stoffers (right), who is the Management Board member responsible for marketing, communications and political affairs at Gauselmann AG.



Milestones

Every story has a beginning and that of the Gauselmann Group dates back to spring 1957. This is when Paul Gauselmann started up a sideline operating 17 Bergmann jukeboxes built by Harting in Espelkamp in his spare time. With practically no equity capital to his name, crossed bills of exchange with a maturity of 24 months and a value of 100,000 D-Marks put a monetary figure on the not inconsiderable risk.

1957



1962

Paul Gauselmann's brothers, Eugen and Willi, joined the young gaming machine company. The single company became Gebrüder Gauselmann GmbH.

1964

Then, in October 1964, Paul Gauselmann ventured into full self-employment. The company was doing well; it already had 15 employees and had installed 300 slot machines in the pub and restaurant sector. Jukeboxes continued to set the entrepreneurial tone. At this time, Paul Gauselmann had already started industry production: he bought up used American jukeboxes and reinstalled the overhauled technology into a new housing ("the new dress"). He also invented a key safe for slot machines, which is still around today.



1966

Paul Gauselmann became a board member of the German AWP Association "Deutscher Automaten-Verband – DAV" in North Rhine-Westphalia. He was appointed as its chairman in 1971 and at the same time was made vice president of the German Vending Machine Operators' Association ("Zentralorganisation der Automatenunternehmer").



1970

In 1970 Paul Gauselmann founded MERKUR GROßHANDEL, followed in 1972 by adp MERKUR GmbH. adp is short for "aus der Praxis", which translates roughly as "from the field". His brothers Willi in Espelkamp and Eugen in Beckum continued to operate the installations in bars and restaurants.

The year 1974 marked the foundation of Spielothek automaten-freizeitcenter GmbH and the opening of the first proprietary arcade in Delmenhorst. The quality concept in terms of equipment and design, along with qualified staff, set new standards – and the name "Spielothek" became a synonym for the modern arcade. Over the years MERKUR SPIELOTHEK grew to become Germany's leading arcade chain.

1974



Shortly before Christmas 1976 the Physikalisch Technische Bundesanstalt (PTB) granted the gaming licence for the first proprietary slot machine “made by Gauselmann”: the MERKUR B. Four years and millions of D-Marks were spent on developing the device.

1976

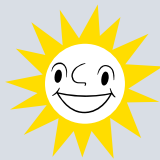
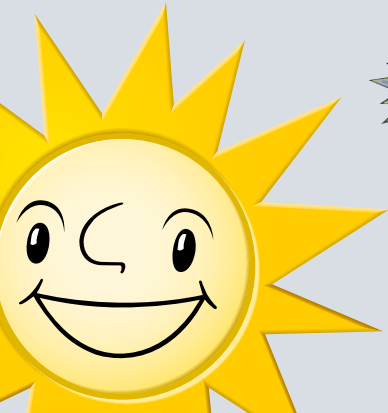
A year later the foundation stone was laid for the present production site in Lübbecke. Plus, the MERKUR B became an absolute top seller: gaming customers took to this game exceptionally well and it immediately achieved cash results that were 50 to 100 per cent better than the previous machines of the market leaders of the day.



That same year the Gauselmann Group also got its distinct logo: the MERKUR sun. The first MERKUR sun was drawn by artist and friend of Paul Gauselmann, Werner Ganteföhr, in 1976 – a Mercury year according to the 100-year calendar. Since then, the design has undergone a number of slight modifications, each time letting the MERKUR sun shine brighter.

“A dot here, a dot there, a comma and a line – the friendly face of the moon so fine. Add a circle and a pointed crown, and the MERKUR sun does shine.”

freely translated after Werner Ganteföhr (1933 to 2013)



1980



With the acquisition of the import company NOVA in 1980, the Gauselmann Group made an important contribution to the spread of a new entertainment culture: video games as slot games, with the star character Pac Man. With its excellent contacts to manufacturers in the US and Japan, NOVA also soon became the central import firm for the whole of Europe. As well as video games, the pinball cult reached new heights of popularity as a result of NOVA’s importing and Europe-wide marketing activities.

1983

The year 1983 was a watershed for the Gauselmann Group: the “MERKUR DISC” was the first AWP machine to feature discs in place of reels, and with over 40,000 units sold it is the top-selling AWP machine on the German market to this day. Thanks to this success, the Gauselmann Group became market leader as a manufacturer of gaming machines in Germany in 1985, holding more than 50 per cent of market share.



More than 20 years ahead of the first monitor-based multigamers, Gauselmann launched the "Kreuz As" ("Ace of Clubs") AWP machine featuring a monitor. Just a year later, in 1986, Paul Gauselmann invented card flipping technology, which he combined with motifs from the card game Skat to produce the product innovation "Grand Hand".

1986



Since the early 1990s, the Gauselmann Group has also become firmly established on international markets and has built a name for itself with its games and technology "made in Germany". With the ATRONIC subsidiary, managed by Michael Gauselmann, Germany's market leader in the gaming sector made its debut on the international casino stage.



1993



1998

In 1998, ATRONIC was the first and only European company to be granted a manufacturing licence for the US state of Nevada, opening the doors for its innovative products to the largest casino market.



At around the turn of the millennium, the decision was taken to develop new business segments. One of these was the sports betting market, which was developing fast despite the lack of a regulatory framework. The Gauselmann Group initially recruited expertise in 2005 by acquiring a controlling interest in Austrian betting specialist CASHPOINT, before establishing its own presence as a betting provider in Schleswig-Holstein, the only German state at the time with a fully approved licensing regime, in 2014.

2005

The Gauselmann Group set the course for the future in the on-line gaming segment in 2008 with the acquisition of edict egaming GmbH, an experienced specialist for online gaming platforms. The Hamburg-based company focuses on the development and global marketing of games for the online segment, as well as the corresponding system solutions.

In the same year, the Gauselmann Group acquired a 50 per cent controlling share in Blueprint Gaming, a multi-platform developer of digital games. Since 2012, the Gauselmann Group has been the sole shareholder of Blueprint Gaming, with headquarters in Newark, United Kingdom.

2008



The addition to the portfolio of the British arcade chain Praesepe in 2012, which now trades under the name MERKUR CASINO UK, was the biggest acquisition in the company's history to date. From that time on, the Gauselmann Group gained not only 1,500 new employees but also 170 arcades and bingo clubs.

2012



2014

In collaboration with the Swiss Stadtcasino Baden AG, the Gauselmann Group participated in and won the tender for the licence to operate casinos in the state of Saxony-Anhalt. In 2014 the first MERKUR SPIELBANK was opened in Leuna-Günthersdorf, followed by the openings of the venues in Magdeburg and Halle (Saale) in 2016 and 2018 respectively. In addition, the Gauselmann Group has a stake in Spielbank Berlin (four venues) and also in the casinos in Rhineland Palatinate (three venues).



2016

Since 2016, the Gauselmann Group has operated casinos on the high seas under the brand name MERKUR CASINO MARE. Currently, exclusive casino feeling with a combination of classic and slot games is being offered aboard three ships of the cruise ship company TUI Cruises.

2017



In 2017 the Gauselmann Group celebrated its 60th anniversary with a three-day festival of superlatives and 20,000 guests, including customers, staff and the local population.

2018

As official partner of the Sports City of Düsseldorf, the Gauselmann Group acquired the naming rights to the multi-function hall on the Düsseldorf trade fair grounds, which has been called MERKUR SPIEL-ARENA since then.

In addition, adp MERKUR GmbH, as the leading manufacturer of amusement machines with cash prize opportunities in Germany, responded to the new Gaming Ordinance and Technical Directive 5.0 (TR 5.0) and reliably supplied more than 130,000 new devices and conversion kits.



Internationally, the Gauselmann Group extended its reach further. The subsidiaries Blueprint Gaming, Blueprint Operations, Regal Gaming & Leisure (pub segment) and MERKUR Engineering profited especially from the collaboration between British subsidiary MERKUR GROUP UK and Roadchef, one of the leading motorway service area operators in the United Kingdom. These secured 500 new installations of Category C and Category B3 machines for the group.



2020

Bede Gaming has been majority-owned by the Gauselmann Group since March 2020 and operates as a stand-alone business unit within the Group. Bede Gaming is a leader in the development and provision of online gaming platforms for lottery, casino, sports betting and bingo operators.

The Gauselmann subsidiary CASHPOINT was the first company to be awarded the state licence for hosting sports betting in Germany, which up to that point had been merely tolerated under European law. The corporate group can thus act as both an online and land-based betting provider under the State Treaty on the New Regulation of Gambling (“Glücksspielneuregulierungsstaatsvertrag – GlüStV 2021”), which came into force as of 1 July 2021.

2019

On the occasion of his 85th birthday, Paul Gauselmann made a mark against climate change: he donated 85,000 trees to be planted in subsequent years to help afforestation and the environment.

After stepping down following 38 years as its Chairman, Paul Gauselmann was elected honorary President for life by members of the German Amusement and Vending Machine Industry Association (“Verband der Deutschen Automatenindustrie e.V. – VDAI”). The visionary’s work to date in the association was duly celebrated on 8 November 2019 at Schloss Benkhausen.

2021

Following very intensive preparatory work, the Gauselmann Group was awarded the contract in the tender procedure for the North Rhine-Westphalian casinos with its four locations in Aachen, Bad Oeynhausen, Dortmund-Hohensyburg and Duisburg as well as the possibility of opening two further casinos in North Rhine-Westphalia. One of them will be officially opened in Monheim am Rhein on 11 May 2023.

Research and development

From the creation of new gaming systems to the development of gaming machines and online platforms, through to the digitalization of business processes: the Research and Development department is the creative heart of the Gauselmann Group. More than 1,000 employees at 26 locations worldwide are entrusted with the task to recognise national and global trends as well as market and customer needs and to translate these into relevant products taking into account the general legal and social framework.

The link between all development sites is adp MERKUR GmbH at Lübbecke in Eastern Westphalia, which develops nearly all basic technologies for the Group. It is the mission of the Gauselmann Group to provide gaming enthusiasts throughout the world with first-rate entertainment by way of innovative games and housings plus high-quality applications and system solutions.



Production and sale of amusement machines and games

The Gauselmann Group stands for optimum quality “made in Germany”. All products – whether they are destined for the national or international markets – are largely manufactured under the umbrella of adp MERKUR GmbH at the company’s production plant in Lübbecke, Eastern Westphalia, to the internationally applicable DIN EN ISO 9001:2015 standard. Other production sites are located in Mechernich and Magstadt, the headquarters of the GeWeTe and HESS subsidiaries.

Domestic marketing and sale are handled by wholesale organisations. These include MERKUR GROBHANDEL (which has ten branches throughout Germany), Schneider Automaten (which has eight branches) and a number of partner firms. On international markets, the products are sold under the brand MERKUR GAMING and the Spanish sales organisation MERKUR DOSNIHA S.L. as well as the British Blueprint Gaming group.





The wholesale subsidiaries organise regular in-house exhibitions to inform customers in Germany about new MERKUR products and services. In addition, every year more than 1,000 guests attend the sales event "The Industry Summit" which invariably impresses them with its extensive product exhibition, informative presentations and a spectacular evening gala.

Attending international trade fairs is also very important for the Gauselmann Group. Especially the leading industry trade fairs ICE Totally Gaming in London and the Global Gaming Expo (G2E) in Las Vegas are important events for the company where it can present

new products and personally interact with customers from all over the world.

As a service provider of the Gauselmann Group, MERKUR SERVICE supports arcade operators in successfully operating the national MERKUR products – whether that be in field service, in the customer service call centre or in the workshops. This service is supplemented with modern tools such as remote maintenance, a customer portal, a service app, a broad range of training courses and other support services.





Operation of arcades

“Unique atmosphere”, “innovative products and games”, “best service” and “qualified personnel” – these are the four success factors with which the Gauselmann subsidiary MERKUR CASINO GmbH has evolved into a national and international forerunner in the operation of arcades. Paul Gauselmann laid the foundation for the company’s present success back in 1974 by opening his first arcade in Delmenhorst, Lower Saxony. Nearly 50 years later, MERKUR CASINO operates about 400 branches throughout Germany.

Besides the Gauselmann Group’s leading role in the domestic market, Germany, its presence in other European countries is becoming increasingly important. Since the opening of the first international arcade in Amsterdam in 1986, the four success factors of MERKUR

CASINO are also highly popular among players abroad. With a portfolio of over 400 locations in the Netherlands, the UK, Spain, the Czech Republic, Serbia, Croatia and Bulgaria, the Gauselmann Group has by now become one of Europe’s biggest arcade operators.

Further focuses of MERKUR CASINO GmbH are installations in the gastronomy segment and arcade management. Under the brand MERKUR GASTRO the company bundles decades of experience in installing gaming and amusement machines in restaurants and snack bars as well as at rest and petrol stations along motorways.





Furthermore, MERKUR CASINO is a service provider who actively supports numerous coin-op machine operators in the operational management of their arcades with "Arcade management exclusively by MERKUR CASINO".

MERKUR CASINO relies on top quality in all areas – which is reflected in numerous awards: for example, the business magazine Focus-Money again awarded the Gauselmann subsidiary the distinction "most popular gaming arcade". The company received top marks in the individual categories of Professionalism, Choice of Games, Service, Staff and Atmosphere. The magazine Focus-Business elected MERKUR CASINO moreover as "Top National Employer". In the survey, the company secured fifth place in the ranking of the 50 top employers in Germany, and in the "Trade and Consumption" sector MERKUR CASINO even took first place.

Operation of casinos

Long before the Gauselmann Group caused a stir by opening its first own casino, products and services made by MERKUR were already offered by German casinos. After the State of Saxony-Anhalt had called for Europe-wide tenders for the licence to operate public casinos, the Gauselmann Group applied for the license together with Stadtcasino Baden AG in Switzerland as an experienced partner. The Gauselmann Group has a 75 per cent share and Stadtcasino Baden AG a 25 per cent share in the jointly established MERKUR SPIELBANKEN Sachsen-Anhalt GmbH & Co. KG. A few weeks after the application, the joint venture was awarded the contract for the operation of up to six casinos in Saxony-Anhalt with a term of 15 years. The first MERKUR casino opened its doors in Leuna-Günthersdorf as early as December 2014, and two other venues followed – in Magdeburg in 2016 and in Halle (Saale) in 2018.



Since then visitors have been excited not just by the impressive interior design but especially by the comprehensive range of games offered. The classic games roulette, blackjack and poker have been part of the portfolio of MERKUR SPIELBANK Leuna. They are a unique entertainment offer in the city's greater urban area. In the course of area expansions, the casinos in Magdeburg and Halle (Saale) have also included live games in their portfolio since 2023.



Based on its success in Saxony-Anhalt, the Gauselmann Group further expanded its presence in the casino sector: with MERKUR SPIELBANKEN Beteiligungs GmbH, the Group has held a 40 per cent stake in Spielbank Berlin and its four locations since 2016, and has also held a stake in Spielbank Mainz GmbH & Co. KG with its locations in Mainz, Trier and Bad Ems since 2019.

The Gauselmann Group set a special milestone in 2021 when it won the bid in the tendering procedure for the casinos in North Rhine-Westphalia. In addition to the established locations in Aachen, Bad Oeynhausen, Dortmund-Hohensyburg and Duisburg, the company opened one of the most modern casinos in Germany in Monheim am Rhein on 11 May 2023. Currently the company's portfolio thus includes 15 casinos in Germany.

The MERKUR SPIELBANKEN casinos are marked by their particularly guest-oriented service concept, building on the decades of service experience of the Gauselmann Group as Europe's leading gaming arcade operator. In addition to a wide range of catering offerings, the service includes exciting entertainment such as bingo nights, poker tournaments and spectacular game shows. The main task is optimal guidance towards legal games observing strict legal rules.

Under the brand MERKUR CASINO MARE, international ship casinos have been operated on TUI cruise ships since 2016.



Online gaming

The development of game content has been one of the core competences of the Gauselmann Group for years – not only for the land-based but also the online market. The concepts of the online games are created in the Group's 13 game design studios worldwide. They are developed, on the one hand, at adp MERKUR GmbH with the support of MERKUR GAMING India and, on the other hand, at the British subsidiary Blueprint Gaming Limited. Then there is also the portfolio company Bede Gaming which specialises in the development and provision of online gaming platforms for lottery, casino, bingo and sports betting operators. Marketing of the online games is handled by the sales teams at edict and Blueprint Gaming.

The development for online games of adp MERKUR GmbH is certified to ISO/IEC 27001:2013. With this certification, SGS-TÜV Saar certifies the implementation, execution and constant further development of an effective information security management system as well as the efficient handling of possible risks in the company.

While international games have long since been at home in the digital world, the German online gaming market is now also profiting from the innovative game developments of the Gauselmann



Group. For example, since 2022 three subsidiaries and two portfolio companies have been registered on the whitelist of the State Administration Office of Saxony-Anhalt and are therefore licensed for the legal operation of virtual slot games. The offering complies with the legal provisions of the State Treaty on Gaming. The licence attests to the Group's full compliance with the regulatory and legal standards for the operation of virtual slot games.

The Gauselmann Group has been offering a social casino under MERKUR24 since back in 2016 in which MERKUR games in particular can be played with no stakes and no monetary prizes. The social casino is currently the main market for customers in Germany, but is also available in many other languages of several countries.



MERKUR eSOLUTIONS

In addition to land-based slot business, the Gauselmann Group also operates on the international, licensed and regulated online gaming markets. The MERKUR eSOLUTIONS brand combines these two areas and offers a wide range of bespoke product solutions: for example, the portfolio company Bede Gaming provides a high-performance platform for operators of online gaming, while the online games originate from the international game design studios of the Gauselmann Group. The subsidiary edict egaming licenses the games for the various jurisdictions and makes them available for online gaming providers. As payment service provider of the Gauselmann Group, Euro Payment Group (epg) offers an innovative e-money payment option for online gaming with its paylado e-wallet.

A bricks-and-mortar network of machines allows players to convert their cash into e-money that they can use online in the form of paylado credit. In Germany, players can register for the company's proprietary MERKUR SPIEL online gaming offering at land-based MERKUR eSOLUTIONS terminals, and set up a user account directly in the gaming arcade, in pubs and restaurants or in sports betting shops.



Sports betting

The Gauselmann Group has been active as a provider and broker of both online and land-based sports betting offerings since 2005. The subsidiary MERKUR SPORTWETTEN has sales companies in the core markets of Germany (under the brand XTIP), Austria and Denmark (CASHPOINT) plus Belgium (Betcenter).

The land-based offerings comprise company-owned betting agencies, as well as a franchise system for betting shops, points of sale and shop-in-shop systems. Online betting offerings can also be accessed via the desktop or via an app on a mobile device.

All development processes of the sports betting business converge at the subsidiary adp MERKUR. The betting terminals for all of the Group's sports betting brands are developed and produced here, among other products. The company's proprietary "product house" CASHPOINT SOLUTIONS is responsible for the development and provision of complete solutions for the land-based and online business.





Money management systems

With its globally operating subsidiaries GeWeTe Geldwechsel- und Sicherheitstechnik GmbH (GeWeTe) and HESS Cash Systems GmbH (HESS), the Gauselmann Group has been successful in the market for many years in the area of money management systems. Both companies have been certified for their quality management systems in accordance with the international DIN EN ISO 9001 standard.

GeWeTe has been developing, manufacturing and selling pay stations, money-changing machines and payment systems for almost 30 years. In addition to gaming arcades, casinos and sports betting shops, the technical solutions from the company based in Meerich, North Rhine-Westphalia, can also be found in the retail sector. GeWeTe products are characterised by their first-class quality, their durability, modern design and their bespoke configuration possibilities.

Founded in 1885, the HESS Group with headquarters in Magstadt and subsidiaries in Austria and Switzerland specialises in the development, production and distribution of high-quality money-processing system solutions centred around automated cash and payment handling for banks, public institutions, energy suppliers and retail companies. HESS offers its customers integrated solutions comprising hardware, software and service – everything from a single source.



Financial services

The Euro Payment Group (epg), whose headquarters are in Frankfurt am Main, is a payment services provider specialising in online payment and gateway services. As an interface between payment providers and online retailers, it offers globally secure, accredited and customisable online payment options in the field of e-commerce. On behalf of its customers, epg coordinates and authenticates the interfacing of payment methods and the processing of payment transactions. The subsidiary of epg has a licence as an e-money institution on whose basis epg, together with the partner company MERKUR SPORTWETTEN, launched the e-wallet paylado in 2020. As a gaming wallet, paylado has already proven successful. Now it is being expanded into a full-fledged e-wallet that can also be used in a wide range of additional areas.



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The external experts on the Responsible Gaming Commission (from left): Dr Wolfgang Kursawe (Drogenhilfe Köln gGmbH – Drug Rehabilitation Centre Cologne), Roman Neßhold (Institut Glücksspiel & Abhängigkeit – Institute of Gambling and Addiction, Austria), Pieter Remmers (Director Assissa Consultancy Europe, Netherlands), Prof. Jörg Häfeli Stäger (Hochschule Luzern – Lucerne University of Applied Sciences).



Prevention

Games are part of being human – and gaming with monetary stakes has a long tradition, too. For many people, the thrill that is associated with the lure of chance can be a way to add more excitement to their highly organised everyday life. As in any game, strictly observing rules and limits is crucially important when gaming with monetary stakes, too. Only then does the game retain its lightness.

For the Gauselmann Group, everything therefore is about gaming responsibly. The Central Prevention department, established in 2010, deals with all aspects concerning youth and player protection and has been consistently expanded in the past. The company's prevention work has been substantially developed and stepped up in this department – with positive effects for the entire sector.

This work focuses on social concepts and the associated tasks and reporting duties. The concepts are constantly updated and brought in line with the latest scientific insights. The Gauselmann Group's most important starting point is a comprehensive information policy. This ensures that there is always someone on hand who can answer questions about youth and player protection and provide targeted help where needed.

The company receives scientific support from an internationally recognised team of experts: the Responsible Gaming Commission established in 2011 optimises prevention measures and incorporates the latest research. Among other effects, these efforts have led to MERKUR SPIELBANKEN Sachsen-Anhalt becoming the first casino organisation in Europe to be accredited by the Global Gambling Guidance Group (G4) for its responsible gaming measures back in 2015. It was successfully re-certified in 2021. In addition, MERKUR SPIELBANKEN NRW were successfully certified by the G4 Commission and the European Casino Association (ECA).



Gauselmann inside

As a family-run business, the Gauselmann Group attaches great importance to employee satisfaction. This is also due to the fact that before laying the foundation stone for the company by becoming fully self-employed in his sideline job more than 65 years ago, Paul Gauselmann worked as an employee for 14 years and knows from own experience how important appreciation is, whether you are an apprentice or a boss. The workforce is the company's most important resource, as has been emphasised repeatedly by Armin Gauselmann, who is the Management Board member with responsibility for HR and who is also the Vice-Chairman of the Management Board.

Training is also a main priority: currently 172 apprentices and students on dual study courses are receiving training in the company in 22 different occupations. Apart from traditional administrative and commercial/technical professions, dual courses of study and the three-year vocational training course leading to the qualification of coin-op specialist are offered. Paul Gauselmann himself was one of the initiators who had campaigned for the conceptual design and introduction of this apprenticeship profession that is offered exclusively in the coin-op industry. The Group provides needs-based training, making it an attractive employer. The retention rate is almost 85 per cent, which is significantly above the national average in Germany.

Besides training, staff development is the second supporting pillar in the company's HR plan. It not only improves satisfaction but also contributes considerably to employees' identification with



the company and thus to many years of service. Professional development opportunities are also available to apprentices and, of course, to the employees in the arcades, casinos and sports betting shops. Every year, hundreds of employees seize the opportunity to broaden their own profile and deepen their skills at the company's own training centre at Schloss Benkhausen.

The extraordinary loyalty to the company is also an indication for how much these opportunities are appreciated. Every year, numerous employees are honoured for 25, 30, 40 and 45 years of service. In 2023 one employee has even been with the company for 50 years. By now more than 4,000 jubilarians have been honoured. The Gauselmann Group's exemplary treatment of its employees is also attested to officially. One proof of this is the distinction "Best Place to Learn" and another one the award of the "Fair Company" seal. The company also received the Leading Employer Award and therefore belongs to the best one per cent of employers in Germany.



In this context the company also attaches great importance to measures supporting employee health, which are for the most part offered at the main locations of Espelkamp and Lübbecke. They range from massages at the workplace, flu jabs, skin screening and nutritional advice to medical check-ups and physiotherapy, underscoring the entrepreneurial family's commitment to the well-being of the workforce. To ensure that employees do not have to wait long for a doctor's appointment in case of an immediate medical condition, acute consultation hours have even been established in Espelkamp and Lübbecke. A discounted fitness programme that also includes yoga and Pilates courses is a valuable offering in terms of prophylaxis.

Sporting activities are a top priority in the Group. This is exemplified by the company sports association MERKUR Gauselmann e.V., which has received support from the family of entrepreneurs for more than 30 years. With about 1,000 members in 20 different kinds of sport it is one of the largest in North Rhine-Westphalia. Its offerings range from classics such as football, tennis or jogging through to sailing, water skiing and dragon boating. The teams also participate frequently in competitions beyond the region. For example, the footballers won the world championship in five-a-side in 2018.

The sailing division came sixth in the German Company Cup in 2020.



At the Annual Meeting of the MERKUR Seniors Club, Paul Gauselmann hands Manfred Wömpener a gift for his 85th birthday. In 1960 Wömpener was the first Gauselmann staff member to be employed full-time.

Team spirit is strengthened not only in sporting activities but also extends beyond people's active professional life. The MERKUR Seniors Club was founded for this purpose. Under the motto "Once Gauselmann, always Gauselmann", the around 160 members maintain friendly contact with former colleagues after they have retired and regularly undertake joint activities. Paul Gauselmann does not miss the opportunity to visit the seniors at their annual meeting and other events and to keep them personally informed about developments in the Group. The MERKUR Seniors Club is an integral part of the corporate culture and will celebrate its 25th anniversary in 2023.

The apprentices of the Gauselmann Group won the title at the Harting Cup.



Social commitment

That entrepreneurship and social responsibility ideally go hand in hand is demonstrated again and again by the entire Gauselmann family. For Paul and Armin Gauselmann in particular, social commitment in the region is a matter close to the heart. The personal ties with the people and the Eastern Westphalian home are also manifested in enormous support for clubs, charitable institutions, schools and day care centres or art projects. The maxim is to let the people participate in the success of the Gauselmann Group.

One instrument to serve this purpose is the Paul and Karin Gauselmann Foundation. In 2022 alone, around EUR 250,000 were distributed to about 150 different projects and initiatives. Support was given to schools, kindergartens and sports clubs, but also to youth centres, parent initiatives, village communities, fire brigades as well as private individuals. In the over 20 years of its existence, the foundation has distributed more than EUR 4,25 million and supported nearly 2,000 recipients.

The Gauselmann Foundation was established in 1999 and renamed Paul and Karin Gauselmann Foundation in 2015. Thanks to regular external donations, foundation capital now totals more than EUR 17 million. Due to his extraordinary social commitment, Paul Gauselmann received honorary citizenship of the towns of Espelkamp and Lübbecke in 2004. In 2015 his wife Karin also received honorary citizenship of the town of Espelkamp.

The Paul and Karin Gauselmann Foundation donated EUR 20,000 for the artwork "Die Vielfalt" ("Diversity") in Lübbecke.



In addition to the foundation's active commitment, Paul Gauselmann is a major private donor. His primary focus is health. He has been committed to improving medical care in the region for decades. Without his generous personal commitment, the modernisation of the Lübbecke-Rahden hospital, the extension of the stroke unit at the Johannes Wesling Clinic in Minden or the construction of a campus building for training medical students in Eastern Westphalia-Lippe would not have been possible.

For the new Thomas Parish Centre of the Protestant Martin Church Parish in Espelkamp, Paul Gauselmann donated EUR 250,000.





Karin and Paul Gauselmann (seated) financed the operating theatre robot for the Mühlenkreiskliniken (Mühlen district hospitals).

This also applies to medical lighthouse projects such as robot-assisted surgery, which the Gauselmanns have made possible with the purchase of a surgical robot for the Lübbecke site. In addition, Paul Gauselmann also constantly gives generous private support for projects in which he believes. This includes the renovation of the Gökenteich Bridge in his hometown of Borghorst with EUR 300,000 as well as the financing of the new parish centre at Thomas Church in Espelkamp with EUR 250,000.



Paul Gauselmann and Steinfurt's Mayor Claudia Bögel-Hoyer open the Gökenteich Bridge.

Photo: Dirk Drunkenmölle



Sustainability

We don't think in terms of years but of generations: as a family-run company, the Gauselmann Group feels especially committed to operating in a manner that is sustainable and forward-looking. The commitment is diverse and ranges from comprehensive health prevention measures for employees to the extended use of products thanks to a national circular economy and through to the use of combined heat and power plants and photovoltaic installations.

To meet the increasing social, ecological and economic requirements – as well as the entrepreneurial family's own high standards – even better, the Central Sustainability department was set up. One of its tasks is to develop and establish a comprehensive and overarching strategy for sustainable and responsible economic activity. To this end it collects and analyses data on sustainability measurements in all divisions of the Group, compiles it in the form of internal and external reports, and derives from this options for action that enable the Group to further expand its environmental, social and corporate governance competence.

Such a far-reaching project cannot be accomplished alone. The goal is therefore to sensitise the employees even more to the issue of sustainability and motivate them to contribute to the company's sustainable growth through their own actions.



The second-league handball club TuS N-Lübbecke



The American football club Minden Wolves

Sponsoring

Support for the diverse sports club landscape in Eastern Westphalia and beyond is a matter close to the heart of the entrepreneurial family. For this reason the Gauselmann Group is a strong partner of several German professional clubs as well as numerous grassroots sports clubs in the home region of Eastern Westphalia-Lippe.

An important element in the concept of sponsoring is support for numerous professional sports clubs in Düsseldorf. After all, the naming rights to the Düsseldorf MERKUR SPIEL-ARENA also entails support of top sports clubs there.

The football players of DSC Arminia Bielefeld



The Gauselmann Group is therefore a partner of Fortuna Düsseldorf, the ice hockey club Düsseldorfer EG, the table tennis record-holding champions Borussia Düsseldorf, the Bergischer HC national league handball team, the Düsseldorf Panthers football team and of ART Giants basketball team.

In addition to the partnerships in the state capital, the Gauselmann Group mainly is a reliable sports sponsor in its home region. The company has been a sponsor for many years of the second-division football club DSC Arminia Bielefeld and, as part of the Eastern Westphalia-Lippe (OWL) alliance, is actively involved in championing its survival. SC Paderborn 07 and VfL Osnabrück also benefit from the engagement of the Gauselmann Group. Other beneficiaries are the 1st women's basketball team GiroLive Panthers in Osnabrück and the football clubs Minden Wolves and Paderborn Dolphins. Furthermore, the company is the main sponsor of TuS N-Lübbecke and of FC Preußen Espelkamp plus the tennis club Espelkamp-Mittwald.

The Gauselmann Group is mostly active in its home county of Minden-Lübbecke. Here, every year many grassroots sports clubs are happy about financial support that allows them to hold tournaments, realise sports projects or acquire adequate sports equipment. Numerous horseback riding and driving clubs, football, handball and tennis clubs benefit from this.



Schloss Benkhausen

Convention hotel, advanced training centre, cultural venue and popular sight – Schloss Benkhausen fulfils many functions. It has evolved into a lighthouse project in the region. Not only the employees of the Gauselmann Group greatly appreciate the company's own training centre, workforces of external companies also like to gather in the extraordinary facilities for advanced training purposes. Numerous people in the district enjoy spending time at this unique place as well – whether as part of an art event, at a concert, in the expansive English Garden or at the traditional Christmas market.

It is owing to Paul Gauselmann that the castle is again a place where people can gather. The businessman had purchased the building in 2010 and saved it from decay. His idea was to use the historic property for advanced training of his staff. After extensive renovation, the complex shines again in new splendour. With 50 beds and 13 seminar rooms, the hotel offers external companies as well as private individuals maximum comfort.

The English Garden is a special gem. Historic paths lead past centuries-old trees and patches of native shrubs. Visitors can explore the entire area on the paved circular trail which was built in 2018.





The new jetty right on the Mittelland Canal, which passes only a few hundred meters from Schloss Benkhausen, is a special attraction. Moreover, those in charge make further advances towards sustainability: at the edge of the circular trail, a meadow orchard with several native varieties has been created.

The history of the former manor dates back 500 years to a time when the estate was owned by the Westphalian noble family von dem Bussche-Münch. Scientists have found out that the roots of a nearby burial mound even date back to the Neolithic period (2,400 to 2,800 BCE).

German Coin-Op Museum – Gauselmann Collection

The history of coin-op machines is also part of cultural history. It not only reflects technological development but also its social relevance. The German Coin-Op Museum at Schloss Benkhausen is dedicated to this subject. It presents a unique collection of historic coin-op machines of the Gauselmann family. Since its foundation in 1985 by Michael Gauselmann, it has accumulated about 2,000 exhibits from all over the world.

In changing permanent and special exhibitions, visitors are shown that coin-op machines have been, and continue to be, an indispensable part of everyday life. No matter whether they are colourful pinball machines, American jukeboxes, bright gaming machines or chocolate vending machines from the imperial era.

With the current special exhibition the museum is creating a particular highlight. Under the motto “Gruß und Kuß, dein Ludwig – Ansichtskarten erzählen Automatengeschichte” (“Greetings and kisses, yours, Ludwig: Postcards tell the history of vending machines”) visitors can learn that coin-operated machines were an indispensable part of the cityscape from the German Empire to the young Federal Republic of Germany.

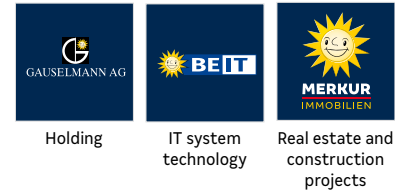
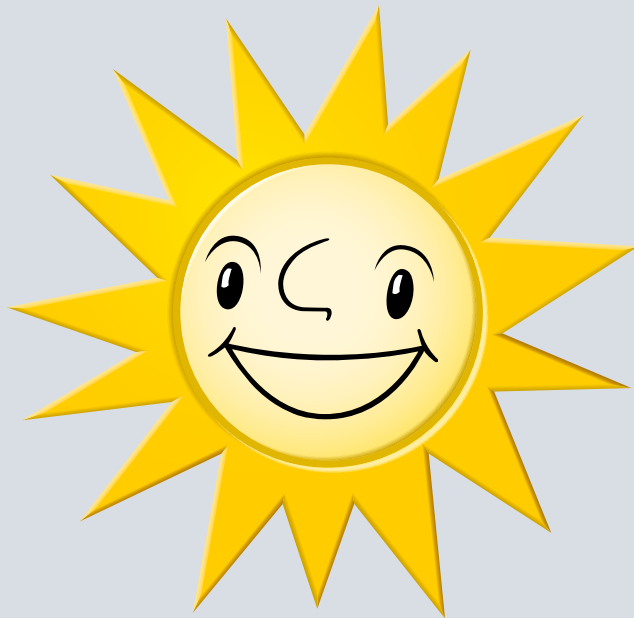
Every year, the German Coin-Op Museum delights around 10,000 visitors and provides information on the sector's roots.



The most important operating companies in the Gauselmann Group

The Gauselmann Group is divided into two business segments: the MERKUR business segment bundles the development, production and sale of games and gaming machines in Germany and abroad as well as the development and marketing of online casino solutions and online games. The cash and ticketing activities of the Gauselmann Group, financial services as well as the development of sports betting offerings are also based in the MERKUR business segment.

The Gaming Operations business segment subsumes the activities of the Gauselmann Group as an operator of arcades, land-based casinos and casinos on cruise ships in Germany and other European countries. In addition, this business segment coordinates the operation and marketing of online casinos, as well as online and land-based sports betting offerings in licensed markets for end consumers (B2C).



MERKUR business segment – national









MERKUR business segment – international

				
Development and sale international	Distribution Netherlands	Distribution South America	Distribution Mexico	Distribution Columbia
				
Distribution South America	Distribution Poland	Distribution Romania	Distribution Serbia	Distribution Spain
				
Development and distribution United Kingdom	Distribution United Kingdom	Development United Kingdom	Development India	Development India
				
Development Australia	Development Austria	Development Austria	Development USA	Development of sports betting
				
Development international				

The country specified for the development companies refers to their location, not the market for which they develop.

Gaming Operations business segment – national

				
Arcades national	Gastronomy/ Installation	Casinos national	Sports betting brand Germany	Arcades Germany
				
Virtual slot games	Social casino			

Gaming Operations business segment – international

				
Arcades United Kingdom	Arcades Croatia	Arcades Netherlands	Arcades Serbia	Arcades Serbia
				
Arcades Spain	Arcades Czech Republic	Arcades Bulgaria	Arcades Serbia	Casino Bulgaria
				
Casinos cruise ships	Sports betting brand Belgium	Sports betting brand Austria and Denmark	Sports betting international	



- 1 Manor house with seven seminar rooms and a room for civil marriage ceremonies
- 2 Hotel
- 3 Castle café & hotel
- 4 German Coin-Op Museum
- 5 Seminar rooms
- 6 Bridge building/Administration

Management Board



Paul Gauselmann
Founder and Chairman
of the Management Board



Armin Gauselmann
Vice-Chairman
of the Management Board



Manfred Stoffers
Marketing, Communications,
Political Affairs



Lars Felderhoff
Finance



Jürgen Stühmeyer
MERKUR Sales



Dieter Kuhlmann
Gaming operations



Dr Werner Schroer
Development and
technology



Stefan Bruns
Sports betting and online

Supervisory Board



Manfred Grünewald
Chairman, former managing partner
of tobaccoland GmbH & Co. KG



Karsten Gauselmann
Hotelier



Janika Gauselmann
Economist
(Dipl.-Volkswirtin)

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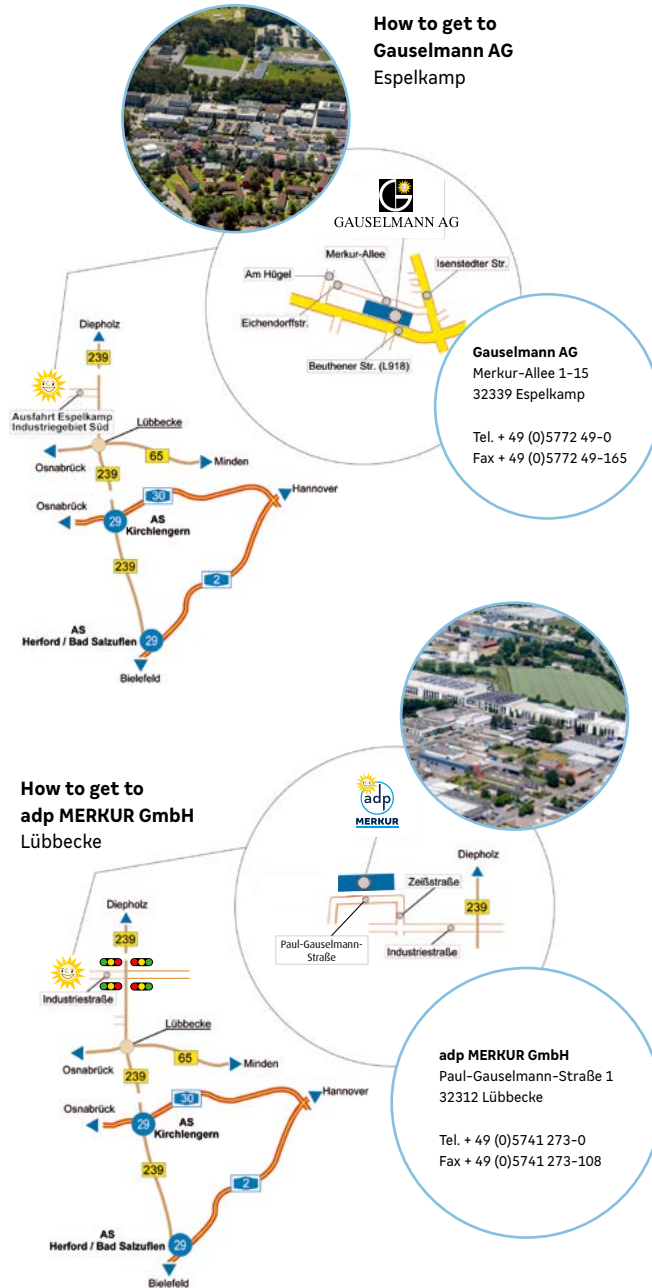
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The joy of games has accompanied me my whole life.
It is the origin of my company.

Paul Gauselmann

Directions



Espelkamp Headquarters

- 1 Administration
- 6 Personnel/Real estate/BEIT
- 2 Gaming operations
- 7 Building services
- 3 Sports betting/Canteen
- 8 Vehicle fleet
- 4 Warehouse
- 9 "Alte Gießerei"
- 5 Gebrüder Gauselmann
- 10 Substitute and expansion area



Lübecke production site with sales department

- 1 Logistics
- 2 Development
- 3 MERKUR SERVICE
- 4 Production
- 5 Warehouse
- 6 Administration
- 7 National and international sales
- 8 Building technology



MERKUR

Enjoy the game