

# PORTRAIT



**MERKUR GROUP**



|    |                             |    |
|----|-----------------------------|----|
| 01 | Who we are. ....            | 04 |
| 02 | What we do. ....            | 08 |
| 03 | How we work. ....           | 22 |
| 04 | Our other engagements. ...  | 28 |
| 05 | Our story so far. ....      | 38 |
| 06 | Our facts and figures. .... | 50 |

Be it arcades or casinos, sports betting, online gaming or casinos aboard cruise ships – for almost 70 years the MERKUR brand has provided thrills, kicks and first-rate entertainment in the form of gaming with stakes and prizes.



## We are MERKUR

Behind the MERKUR brand is a family-run global corporation from East Westphalia: the MERKUR GROUP. More than 200 national and international subsidiaries, with around 15,000 employees in total, operate under the umbrella of the group.

Every day, every single employee does their utmost to offer customers all over the world an exclusive gaming experience with innovative games and gaming machines, state-of-the-art applications and system solutions plus various services. As a gaming industry company, the MERKUR GROUP develops products and provides services which call for a particularly strong sense of responsibility. The MERKUR GROUP has actively and consistently demonstrated this responsibility since the day it was founded. It stands for legal and controlled gaming in regulated markets as well as for effective youth and player protection and a solid approach to potential gaming risks.

**In this portrait, we would like to present ourselves: our products and offerings; our social commitment; our qualities as an employer and much more. Discover the wonderful diversity of the MERKUR World.**

# Governance

From part-time one-man operation to international gaming corporation with around 15,000 employees worldwide: this is the impressive arc of the MERKUR GROUP since its foundation by Paul Gauselmann in 1957.

The group fully intends to continue this success story and maintain the business as a family-owned company for the generations to come. For this reason, in 2016, the company shares of founding shareholder Paul Gauselmann and his family were transferred to the Gauselmann Family



**Michael Gauselmann**  
*Chairman of the Supervisory Board*

Foundation. As the sole shareholder, the Foundation has been responsible for corporate strategy and has overseen its sustainable organisation and development since that date. The Family Foundation consists of the three-member Foundation Board chaired by Michael Gauselmann and the Foundation Advisory Board composed of members of the Gauselmann family.

The Supervisory Board, of which Michael Gauselmann is also Chairman, acts as the central advisory and governance body of the MERKUR GROUP. It oversees the actions of the Management Board appointed by it, ensuring that it acts in the interests of the company and its stakeholders. The Management Board is responsible for the operational management of the MERKUR GROUP. It implements the strategy of the Gauselmann Family Foundation and ensures the smooth day-to-day running of the business. In doing so, it works closely with the Supervisory Board, regularly informing the latter about how the business is going.

The strong working relationship between the Family Foundation, Supervisory Board and Management Board guarantees the effective and sustainable management of the MERKUR GROUP. By having a presence in the highest governance bodies, the Gauselmann family plays an important role in the success of the company and shows dedication to the MERKUR GROUP as a reliable economic powerhouse and a secure employer in East Westphalia, Germany.



**Lars Felderhoff**  
*Chairman*  
Finance & Administration



**Manfred Stoffers**  
*Vice Chairman*  
Communication, Public & Legal Affairs



**Dominik Raasch**  
MERKUR Games



**Meik Sellenriek**  
MERKUR Operations



**David Schnabel**  
MERKUR Casinos

# Research and Development

Behind the laughing MERKUR sun is an innovative, technology-based group of companies, at the creative heart of which is the development and production of state-of-the-art entertainment electronics.



In 27 locations worldwide, more than 1,000 employees develop land-based and online games, gaming machines, self-service betting terminals and online casino solutions as well as money management, networking and access control systems for the national and international gaming market.

The MERKUR GROUP's biggest centres of development are Germany, India and the United Kingdom: coordinating all of the group's development activities is adp MERKUR at the German headquarters in Lübbecke. Here, the focus is on basic development and quality assurance of new hardware and software. The subsidiaries MERKUR GAMING India and Lucky Nugget (India) as well as Blueprint Gaming (UK) are primarily charged with the development of land-based and online games.

One of the key activities of all centres of development is to identify national and global trends, align them with the needs of the relevant markets and customers, and translate them into attractive products all while adhering to the regulations.

**The result is innovative games and cabinets, as well as state-of-the-art applications and system solutions, enabling MERKUR to offer gaming enthusiasts all over the world first-rate entertainment that meets their personal needs and preferences.**

# Retail slot business (B2B)

For more than half a century, the MERKUR GROUP has been developing, producing and distributing its own gaming machines and gaming systems through its subsidiary adp MERKUR.

All products for the national and international market are manufactured at the company's production plant in Lübbecke, East Westphalia, to the international DIN EN ISO 9001:2015 standard. There are other production facilities in Mechernich and Magstadt, where the subsidiaries GeWeTe and HESS are located.

Domestic marketing and sales are handled by wholesale organisations. These include MERKUR GROßHANDEL (which has ten branches throughout Germany), Schneider Automaten (which has eight branches) and a number of partner firms. Service provider MERKUR SERVICE delivers support to operators of MERKUR products. On the international markets, the products are sold under the brand MERKUR GAMING and through the Spanish sales organisation MERKUR DOSNIHA as well as the British Blueprint group.



To inform customers in Germany about new MERKUR products and services, in-house fairs are regularly held in the wholesale branches. In addition, adp MERKUR holds invitational sales events.

**The MERKUR GROUP also places emphasis on participation in international trade fairs. In particular, the leading industry trade fairs ICE Totally Gaming in Barcelona and Global Gaming Expo (G2E) in Las Vegas are important events for the company to unveil new products and meet customers from all over the world in person.**



# Gaming operations



Company founder Paul Gauselmann opened the firm's first gaming arcade in Delmenhorst in Lower Saxony in 1974, paving the way for the success of MERKUR CASINO. 51 years later, the MERKUR GROUP operates about 300 venues throughout Germany.

Its four success factors "unique atmosphere", "innovative products and games", "best service" and "qualified personnel" have made MERKUR CASINO the undisputed market leader in the operation of national and international gaming arcades it is today.

While its strong roots in the German domestic market have long been the cornerstone of MERKUR CASINO, its presence in other countries in Europe has been an important pillar since the opening of the first international gaming arcade in Amsterdam in 1986.

With more than 450 locations in the Netherlands, the UK, Spain, the Czech Republic, Serbia, Croatia and Bulgaria, the MERKUR GROUP is one of Europe's biggest arcade operators.

Another focus of MERKUR CASINO is hospitality installation and arcade management. Under the brand MERKUR GASTRO the company bundles its decades of experience in installing gaming and amusement machines in restaurants and snack bars as well as at service stations along motorways. MERKUR CASINO provides the service "Arcade management exclusively by MERKUR CASINO" to support operators in the management of their gaming arcades.

To guarantee first-rate customer service in the venues, and to further boost employee identification with the company, MERKUR CASINO is committed to skills development.

**One special success story is the one-year certificate course to become a casino service specialist (IHK-approved), initiated in cooperation with the Chamber of Industry and Commerce (IHK). In October 2024, the milestone of 1,111 graduates was reached, which goes to show how successful this internal training course is.**



# Casinos

When it opened its first venue in Saxony-Anhalt in 2014, the MERKUR GROUP laid the foundation for its extraordinary track record in the operation of casinos under the umbrella of MERKUR SPIELBANKEN. Since then, the company has steadily set new standards in the German casino sector.

Today, the MERKUR GROUP's portfolio of casinos include Leuna-Günthersdorf, Magdeburg and Halle (Saale) in Saxony-Anhalt as well as Aachen, Bad Oeynhausen, Dortmund-Hohensyburg, Duisburg and Monheim am Rhein in North Rhine-Westphalia. Through MERKUR SPIELBANKEN Beteiligungs GmbH, the group holds a 40 per cent stake in Spielbank Berlin GmbH & Co. KG and its four locations, and also holds a 33 per cent stake in Spielbank Mainz GmbH & Co. KG with its locations in Mainz, Trier and Bad Ems.

The group's expansion in the casino sector continues: in Siegburg, the sixth venue in North Rhine-Westphalia is under construction. Since 1 July 2025, MERKUR SPIELBANKEN has operated casinos in the ten locations in Lower Saxony. Under the terms of this licence issued in 2023, the state-licensed casinos will be operated under the logo of the MERKUR sun for a period of 15 years – further confirmation of the MERKUR GROUP's outstanding expertise in casino operation. This brings the number of casinos currently operated by the company in Germany to 25.



MERKUR SPIELBANKEN also operates casinos on board cruise ships, which have been part of the group of companies since 2016 under the brand MERKUR CASINO MARE. That exclusive casino feeling is available on board three vessels in the TUI fleet with a combination of classic games and gaming machines.

The exceptional quality – in particular, MERKUR SPIELBANKEN's customer-centric service concept – is built on the group's decades of experience as Europe's leading operator of gaming arcades and innovative gaming giant with its own development and production competence.

**MERKUR SPIELBANKEN casinos attract more than two and a half million guests every year with their varied dining options and a fantastic entertainment concept – ranging from bingo shows to poker and gaming machine tournaments and on to spectacular game shows.**

# Virtual slot business

**The creation of game content – both for the on-property and online market – is a core part of the MERKUR GROUP's business. The group has 12 game design studios world-wide, which originate game concepts.**

They are developed at adp MERKUR with the support of MERKUR GAMING India and at the UK subsidiary Blueprint Gaming. adp MERKUR's online game development is certified to ISO/IEC 27001:2013 (best practice for an information security management system) by SGS-TÜV Saar.

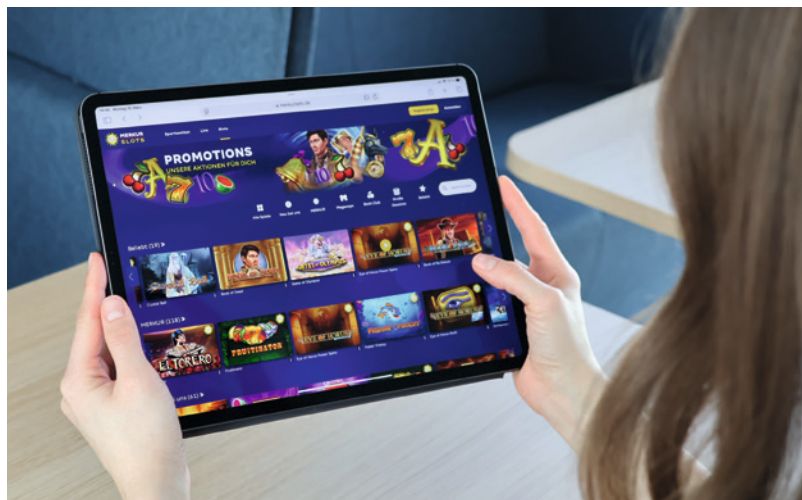
The games developed by the MERKUR GROUP have been available in the online gaming market in Germany since the 2021 State Treaty on Gambling came into force. This is because, in 2022, as part of the reforms, the company was one of the first to be licensed to operate virtual slot-machine games.

**The online offerings of three MERKUR GROUP subsidiaries or associated companies have been whitelisted by the gambling licensing and regulatory authority Gemeinsame Glücksspielbehörde der Länder (GGL). These include the platforms SlotMagie and MERKUR SLOTS. This licence demonstrates full compliance with the regulatory and legal requirements for the operation of virtual slot games.**

The MERKUR GROUP also operates online outside of Germany: it is involved in two partnerships in Serbia, which offer sports betting and online casino services under the brands MERKUR XTip and Balkan Bet. And, in the Czech Republic, the company operates an online casino and an online sports betting platform, again under the brand MERKUR XTip.

The MERKUR GROUP also markets its online games to third-party providers. International marketing is handled by edict egaming and Blueprint Gaming. Outside of its domestic UK market, Blueprint Gaming has had great success expanding into North America.

MERKUR GROUP's social casino, MERKUR24, has provided users with an outlet to play games with no stakes and no monetary prizes since 2016. Germany is the primary social casino market but MERKUR24 can also be accessed in many other countries.



# Sports betting

**The MERKUR GROUP has been a licensed provider and broker of both online and retail sports betting offerings for more than 20 years.**

In addition to sales organisations in the core markets Germany, Belgium, Austria and Denmark, the corporate group operates the product house CASHPOINT SOLUTIONS in Gerasdorf, Austria. Here, in conjunction with other partners, all sports betting products are developed for the different markets.

**The brands MERKUR BETS (Germany and Austria), Betcenter (Belgium) and CASHPOINT (Denmark) offer pre-match and live betting in more than 50 sporting disciplines, ranging from the classics like football, tennis and handball to motor sport, winter sports and on to American football and darts.**



All brands have retail and online offerings. The retail business comprises 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 be accessed on desktop computers or with an app on a mobile device.

# Money management

What we do.

The MERKUR GROUP has had a successful presence in the money management market for many years through its global subsidiaries GeWeTe and HESS. The quality management systems of both companies are certified to international standard DIN EN ISO 9001.

GeWeTe has been developing, manufacturing and distributing pay stations, money-changing machines and payment systems for more than 30 years. In addition to arcades, casinos and sports betting shops, the technical solutions from the company based in Mechernich, 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 near Stuttgart 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 all from a single source.



# Responsible gaming

To play is to be human. Children learn a wide array of skills from play while, for adults, play provides an important distraction from the many demands of everyday life. Play is a basic need because it frees us from the constant pressure to function and allows us to experience the moment. To facilitate this freedom, rules are required that are consistently followed – especially when it comes to playing with and for money.

This is why, in the MERKUR GROUP, it is all about responsible gaming. Set up in 2010, the Responsible Gaming department is concerned with all aspects of youth and player protection. It drives the company's efforts in this area on an ongoing basis, setting standards for the entire industry.

**Its focus is on the legally mandated social concepts, which lay down all the youth and player protection measures, as well as the associated duties and reporting obligations. The social concepts are continually updated and brought up to the state-of-the-art. One of the provisions of the social concepts, for example, is that a contact person is always available in the venues, who can speak about youth and player protection and provide targeted assistance.**

For almost 15 years, the MERKUR GROUP's efforts in the area of responsible gaming have been informed by the scientific expertise of a specially established expert panel. It is composed of external experts from the field of addiction counselling and therapy as well as from the branch of science dealing with the prevention of gambling addiction. The panel advises on the ongoing optimisation of the responsible gaming measures and applies the latest research.



The corporate group's systematic commitment to responsible gaming in order to protect youth and players is paying off: in 2015 MERKUR SPIELBANKEN Sachsen-Anhalt was the first casino organisation in Europe to be accredited by the Global Gambling Guidance Group (G4), an international commission for responsible gaming, for its responsible gaming measures, and was recertified in 2021. MERKUR SPIELBANKEN NRW has also successfully undergone certification by G4. In addition, both are certified by the European Casino Association (ECA). The quality of staff training and the close working relationship with the regulatory authorities were singled out for praise.

# MERKUR inside

Employee satisfaction really matters to the MERKUR GROUP. Satisfied employees are not only more productive and motivated, but they are also crucial to lasting success because they identify with the corporate group and are loyal to it.

To create an optimum working environment, the MERKUR GROUP takes a multifaceted approach, ranging from providing individual development opportunities to health promotion measures and on to an appreciative, close-knit working atmosphere.

This culture of appreciation starts with the around 190 apprentices and students on dual study courses. Training is currently provided in 20 different occupations. In addition to traditional administrative and commercial/technical apprenticeships, dual courses of study and the vocational training course leading to the qualification of coin-op technician are offered. Paul Gauselmann was one of the initiators behind the conception and introduction of this training course, which is exclusively offered in the vending machine industry.

**The MERKUR GROUP's training concept is needs-based and, with a hiring rate of around 85 per cent, it is regarded as a very attractive employer.**



## Health promotion measures a benefit

In addition, staff development is a mainstay of the HR concept. The development opportunities, which are tailored to the individual's career stage and job description, are intended for all employees, including apprentices and those who work in the gaming arcades, casinos and sports betting shops.

**Lots of health promotion measures, offered primarily at the headquarters in Espelkamp and Lübbecke, help to increase employee satisfaction and keep them performing at their best. These measures range from workplace massage to flu shots, skin screening and dietary advice and on to check-ups and physiotherapy.**

To ensure that staff members don't have to wait long for an appointment with a physiotherapist if they have an acute physical condition, an urgent care physiotherapy service has even been set up in Espelkamp and Lübbecke. Subsidised fitness classes, including yoga and pilates, tops off the prevention programme. Various campaigns also place ever-increasing focus on mental health.

The MERKUR GROUP also assists its employees with childcare: the company has set up a day care centre in Espelkamp to make it easier to combine family life and career.



## MERKUR GROUP is a top employer in Germany

The staff notices, appreciates and rewards all these efforts by being extraordinarily loyal to the corporate group. The upshot is that every year hundreds of employees celebrate work anniversaries – be it 10, 25, 30, 40 and even 45 years.

**The MERKUR GROUP's excellent treatment of its employees has also been independently acknowledged. For example, the corporate group has again won a Leading Employer award, making it a top 1 per cent employer in Germany. Not only is it regarded as a "Best Place to Learn" and a "Fair Company" but also a healthy employer and a family-friendly company.**

## Company sports group is one of the biggest in NRW

Sports is an important part of the company's DNA. An example of this is the company sports association, which has received support from the entrepreneurial family for more than 30 years. With over 900 members and 20 different sporting disciplines, it is one of the largest in the state of North Rhine-Westphalia. The sports range from classics like football, tennis and jogging to karting, water skiing and dragon boating.



The staff's sense of solidarity goes beyond work life. The MERKUR Seniors Club testifies to this. Under the motto "Once Gauselmann, always Gauselmann" the around 190 members keep in contact with each other and regularly do activities together – even in retirement.

**Paul Gauselmann insists on dropping in on the Seniors Club meetings to bring them up to date in person. The MERKUR Seniors Club is a fixture of the corporate culture and celebrated its 25-year anniversary in 2023.**

## Social commitment

The MERKUR GROUP has a sense of responsibility that goes far beyond its business activities, thus actively contributing to social cohesion. This commitment has been firmly embedded in the corporate culture ever since the company was established and, for company founder Paul Gauselmann, is a matter very close to his heart.

In solidarity with the local residents and his native Eastern Westphalia, Paul Gauselmann donated EUR 8.7 million to the town of Espelkamp and EUR 5 million to the town of Lübbecke in 2024. These donations provide the two main MERKUR GROUP locations with additional financial resources that benefit the common good – and, with that, the many employees who live in the area.



Promoting early childhood education is another priority for Paul Gauselmann. Through the Paul and Karin Gauselmann Foundation, he is funding two new day care centres in Espelkamp to the tune of around EUR 6 million. In Espelkamp-Gestringen, the existing day care centre has been replaced by a modern new build accommodating 55 children, while on



Hindenburing in the town a brand new childcare facility with 70 places has been built. A number of these places will be reserved for children of MERKUR GROUP employees.

Above and beyond these flagship projects, the entrepreneurial family's social endeavours are consolidated under the Paul and Karin Gauselmann Foundation. In 2024 alone, around EUR 300,000 was donated to approximately 200 different projects and initiatives – including schools, day care centres, sports clubs, youth centres, parents' initiatives, local communities, fire brigades, art clubs and private individuals. Over the 25 years of its existence, the Foundation has disbursed around EUR 5 million to over 2,500 causes. The Foundation's capital was recently substantially raised, and now amounts to around EUR 80 million.

**Back in 2004, Paul Gauselmann received honorary citizenship of the towns of Espelkamp and Lübbecke for his outstanding social commitment. In 2015, his wife Karin was granted the honorary citizenship of the town of Espelkamp.**

# Sponsorship



The MERKUR GROUP has a passion for exciting sport and thrilling entertainment. Under the umbrella brand MERKUR, it has been funding clubs and sportspeople for many years.

From women's to men's sport, professional clubs at national level to local grassroots sports clubs, MERKUR's support is varied and considerable. The family company is a major sports sponsor in Germany and thus an important societal contributor to the national sports scene.

**It's all about variety, not just when it comes to gaming, but in sponsorship as well, and the MERKUR GROUP supports a wide array of sporting disciplines: from football, handball and basketball to tennis and ice hockey and on to American football and athletics. It also sponsors minority disciplines, such as table football, beach soccer and gymnastics.**

At home in the district of Minden-Lübbecke, many grassroots sports clubs receive financial support every year, which enables them to put on tournaments, carry out sports-related projects or purchase sports equipment and gear.

**The MERKUR GROUP's sponsorship activities do not stop at sport. The company supports many other events in the culture and entertainment space, including Parookaville, which is one of the biggest music festivals in Germany.**

Furthermore, the MERKUR GROUP is an event TV partner, such as the darts tournament "Promi Darts-WM" and the high-diving competition "TV total Turmspringen". The MERKUR GROUP's wide-ranging social endeavours help to increase brand awareness, position the company as an attractive employer and bring the MERKUR brand to life.



# Sustainability

As a family company that goes back almost 70 years, the MERKUR GROUP is aware of its special responsibility to society, its employees and the environment. Sustainability has been a high priority within the corporate group for many years and an important part of day-to-day operations – even before any rules and regulations existed.

To better meet the steadily growing social, environmental and economic legal requirements, including all reporting obligations, the Group Sustainability department was set up in the MERKUR GROUP in 2022. Once the necessary reporting structures are in place, this department will implement company-wide strategies in the ESG categories Environment, Social and Governance, and write the sustainability reports.

The Sustainability Steering Committee, consisting of the Management Board members of the MERKUR GROUP, and the strategy team comprising experts from various departments support Group Sustainability in performing its varied tasks. These include collecting and analysing quantitative ESG data for the entire MERKUR GROUP, which form the basis for sustainability reporting in line with CSRD requirements, as well as working on a comprehensive sustainability strategy. Progress in the projects is regularly presented to the Gauselmann Family Foundation Advisory Board.



# German Coin-Op Museum

## Gauselmann Collection



The temporary exhibitions put on by the Coin-Op Museum never fail to resonate with visitors' experiences, creating an emotional connection to the collector pieces. Past examples include "Die wilden 70er-Jahre – zwischen Fußball, Flipper und flotter Musik" (The Wild Seventies – between Football, Pinball and Lively Music) and "Eine neue Runde, eine neue Wahnsinnsfahrt! Die Jahrmarkt-automaten sind zurück" (Around we go again, the funfair machines are back).

Such exhibitions show how many visitors feel a personal connection with coin-op machines and the exhibits are often a trigger for recalling past experiences.

The history of gaming machines is a piece of cultural history. Not only does it hold up a mirror to the technical sophistication of the machines, but it also reflects their relevance to society. Doing justice to both of these is the mission of the German Coin-Op Museum at Schloss Benkhausen. It houses a unique collection of historical coin-op machines owned by the Gauselmann family, which was established in 1985 by Michael Gauselmann and comprises around 2,000 coin-operated exhibits from all over the world.

Every year, around 10,000 visitors come to the permanent and temporary exhibitions, and learn how gaming machines were and still are a fixture of everyday life – from brightly coloured pinball machines to American jukeboxes and nostalgic fruit machines.



# Schloss Benkhausen

Schloss Benkhausen has a 500-year history but has never been so state-of-the-art. As a training centre, convention hotel, cultural venue and popular sight – the castle has deep roots in the district of Minden-Lübbecke where it is located.

Not only the employees of the MERKUR GROUP greatly appreciate the company's own training centre, workforces of external companies also like to gather in the historical facility. Moreover, the castle is a big draw for the local people. It is the setting for art and cultural events, culinary functions as well as the Christmas market "Winterliches Schlossvergnügen" (Winter Wonder at the Castle).

**Company founder Paul Gauselmann purchased the dilapidated castle in 2010. He had it renovated inside and out and saved it from dereliction. The revamped property opened in 2013. With 50 bedrooms and 13 function rooms, the hotel offers superior comfort. The English Garden with its hundred-year-old trees is a real gem, and visitors can explore the grounds on the loop walk built in 2018.**



Another attraction is the dock on the Mittelland Canal, which passes by the castle just a few hundred metres away. Sustainability is also to the fore at Schloss Benkhausen: flanking the walking trail is an orchard with any number of native fruit trees. The new, around 360-metre long Bee Trail extends the walk and takes visitors directly through the flower garden, which is full of colour, especially in the summer months.

# Milestones

**1957**

The history of the MERKUR 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.



**1958**

Paul Gauselmann's brothers Willi and Eugen joined the fledgling gaming machine company in 1958 and

**1962**

1962 respectively. The sole proprietorship became Gebrüder Gauselmann GmbH.

**1964**

Paul Gauselmann made the leap into full-time 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 in a new cabinet ("the new dress"). He also invented a key safe for vending machines, which is still around today.



**1970**

Paul Gauselmann founded the wholesale company MERKUR GROSßHANDEL, followed in 1972 by adp MERKUR GmbH (adp is short for "aus der Praxis", which translates roughly as "from the field"). His brothers Willi and Eugen continued to operate the bar and restaurant installation business and together owned 50 per cent of the shares.



**1974**

Spielothek automaten-freizeit-center GmbH was founded and the firm's first gaming arcade was opened in Delmenhorst. The quality concept in terms of fitout and design, along with qualified staff, set new standards – and the name "Spielothek" became a synonym for the modern arcade. MERKUR Spielothek grew to become Germany's leading arcade chain.



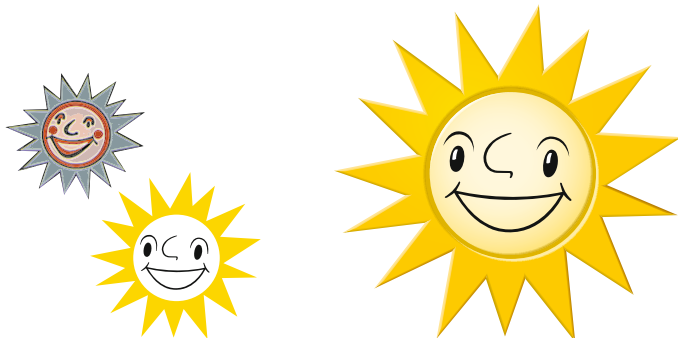
**1976** Shortly before Christmas 1976 the Physikalisch Technische Bundesanstalt (PTB) granted the gaming licence for the first proprietary slot machine "made by MERKUR": the MERKUR B. Four years and millions of D-Marks were spent on developing the machine. The MERKUR B went on to be a real hit and straight away had takings that were 50 to 100 per cent higher than the machines of the market leaders at the day.



That same year the MERKUR GROUP also got its distinct logo: The first MERKUR sun was drawn by artist and friend of Paul Gauselmann, Werner Ganteföhr, in the Mercury year. 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, the MERKUR GROUP made an important contribution to the spread of a new entertainment culture: at that time video games were all arcade games, with the star character Pac Man. With its excellent contacts to manufacturers in the US and Japan, NOVA 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 MERKUR Disc was the first AWP machine to feature discs in place of reels, and with over 40,000 units sold it is to this day the top-selling



AWP machine on the German market. Thanks to this success, the MERKUR GROUP became market leader as a manufacturer of gaming machines in Germany in 1985, holding more than 50 per cent of market share.

**1986**

More than 20 years ahead of the first monitor-based multigamers, MERKUR 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.



**1993**

Since the early 1990s, the MERKUR GROUP has also become firmly established on international markets and has made a name for itself with its games and technology "made in Germany". With the ATRONIC subsidiary, managed by Michael Gauselmann,



Germany's market leader made its debut on the international casino stage.



**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.

**2005**

The MERKUR GROUP entered a new business segment: sports betting. In 2005, it brought the expertise of Austria sports betting specialist CASHPOINT into the fold, before establishing its own presence as a betting provider in Schleswig-Holstein, the only German state at the time with a fully fledged licensing regime, in 2014.

**2008**

The MERKUR GROUP expanded its portfolio with the acquisition of edict egaming GmbH, an experienced specialist in online gaming platforms. In the same year, the MERKUR GROUP acquired a 50 per cent controlling share in Blueprint Gaming, a multi-platform developer of digital games before completely taking it over in 2012.



**2012**

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



**2014**

**2018**

The MERKUR GROUP was granted a licence to operate casinos in the state of Saxony-Anhalt, opening the first MERKUR SPIELBANK casino in Leuna-Günthersdorf in 2014, followed by Magdeburg and Halle (Saale) in 2016 and 2018, respectively. In addition, the MERKUR GROUP acquired a stake in Spielbank Berlin (four venues) and also in the casinos in Rhineland Palatinate (three venues).





**2018** As official partner of the Sports City of Düsseldorf, the MERKUR GROUP acquired the naming rights to the multifunctional stadium on the Düsseldorf trade fair grounds, which has been called MERKUR SPIEL-ARENA since then. The partnership also involves sponsorship of Düsseldorf-based top sports clubs, such as the second-division football league team Fortuna Düsseldorf.

**2019** The MERKUR GROUP extended its international reach further. The subsidiaries Blueprint Gaming, Blueprint Operations, Regal Gaming & Leisure (pub segment) and MERKUR Engineering profited 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** The MERKUR GROUP acquired a majority stake in Bede Gaming. The UK company is a leader in the development and provision of online gaming platforms for lottery, casino, sports betting and bingo operators. The MERKUR 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 retail sports betting provider under the State Treaty on the New Regulation of Gambling (Glücksspiel-neuregulierungsstaatsvertrag, GlüStV 2021), which came into force as of 1 July 2021.



**2021** The MERKUR GROUP successfully bid for the North Rhine-Westphalian casino licence with its four venues in Aachen, Bad Oeynhausen, Dortmund-Hohensyburg and Duisburg as well as the possibility of opening two further casinos in North Rhine-Westphalia. One casino was opened in Monheim am Rhein in 2023, while a second is currently under construction in Siegburg.

**2023** The MERKUR GROUP successfully bid for the licence to operate casinos in the state of Lower Saxony, which permits the group to operate casinos in up to ten locations. Under the terms, the state-licensed casinos will be operated under the logo of the MERKUR sun for a period of 15 years.

**2024** The group is consolidating its branding: from now on the name of the corporate group will be MERKUR GROUP, and the holding company will trade under the name MERKUR.COM AG. The change of name reinforces the further digitalisation and internationalisation of the corporate group.

Paul Gauselmann has stepped down as head of the corporation after 67 years and handed over the office of CEO to CFO Lars Felderhoff.

At the same time, Michael Gauselmann has taken over the chairmanship of the Supervisory Board and also become Chairman of the Gauselmann Family Foundation.



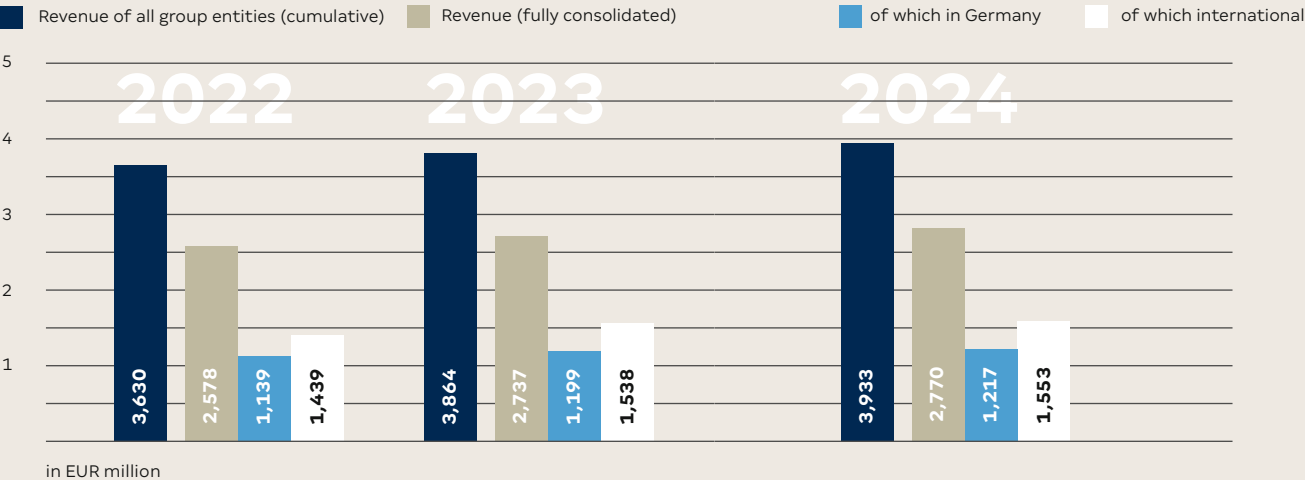
Michael Gauselmann



Lars Felderhoff and  
Paul Gauselmann

# Key Figures

## Revenue



### 2022

|                                  |                |
|----------------------------------|----------------|
| Equity ratio                     | 57.9 %         |
| Equity and capital contributions | 1,253 Mio. EUR |

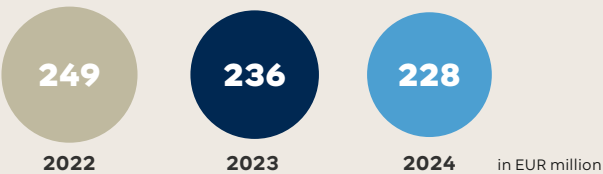
### 2023

|                                  |                |
|----------------------------------|----------------|
| Equity ratio                     | 59.7 %         |
| Equity and capital contributions | 1,229 Mio. EUR |

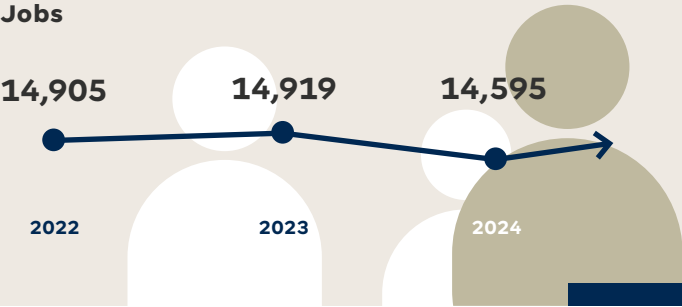
### 2024

|                                  |                |
|----------------------------------|----------------|
| Equity ratio                     | 57.6 %         |
| Equity and capital contributions | 1,215 Mio. EUR |

## Investments



## Jobs



**Published by****MERKUR.COM AG**

Corporate Communications

Merkur-Allee 1–15

32339 Espelkamp

[www.merkur.group](http://www.merkur.group)**Responsible for content**

Mario Hoffmeister

**Editorial team**

Jan Herrmann, Meike Lütke-meier,

Irina Sophie Pötzschke, Lukas Schlingmann,

Sina Wilken (Head of Editorial)

**Photography**

Valentin Diehl, Sarah Jonek, Oliver Krato, Dirk Lässig,

Marco Moog, Simone M. Neumann, Stephan Patzsch,

Thomas Starke, Peter Weihs

**Layout**

MERKUR Inhouse Agency

part of MERKUR GROUP Marketing

**Printed by**

altmann-druck GmbH, Berlin

110.D.251-08/2025 Subject to changes and errors.

