e!a
GAMES
PLATFORM
STICKINESS:
Driven by Differentiated Content
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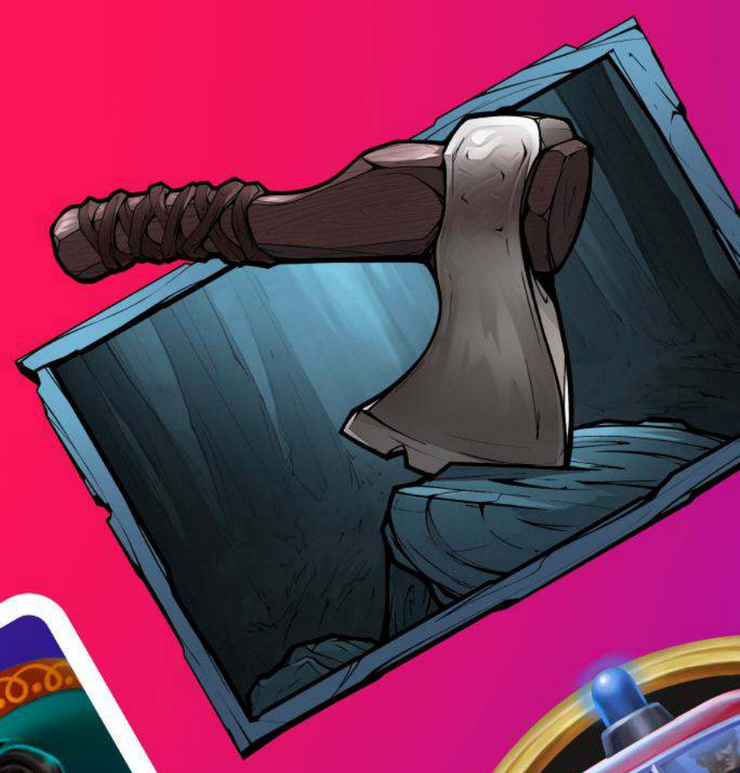
COMBATING CONTENT BLINDNESS IN 2026

FOR ESTABLISHED AGGREGATORS AND PLATFORM PROVIDERS, THE MAIN CHALLENGE HEADING INTO ICE BARCELONA IS RELEVANCE.

The market is flooded with content. Thousands of new slots hit operator lobbies every month, yet a significant portion of them are merely reskins of existing mechanics.

This leads to a phenomenon we call content blindness. Players are scrolling past dozens of generic titles, leading to engagement fatigue and stagnant GGR for your client operators.

In a saturated market, the aggregators who win are not the ones with the most games; they are the ones with THE MOST DISTINCT GAMES.



THE HIGH COST OF PORTFOLIO STAGNATION

1

When a platform's roadmap is filled with safe but repetitive content, the value proposition to operators diminishes. Operators are desperate for retention tools, but they often lack the technical resources to find them. They rely on you, their platform partner, to curate content that actually makes a difference.

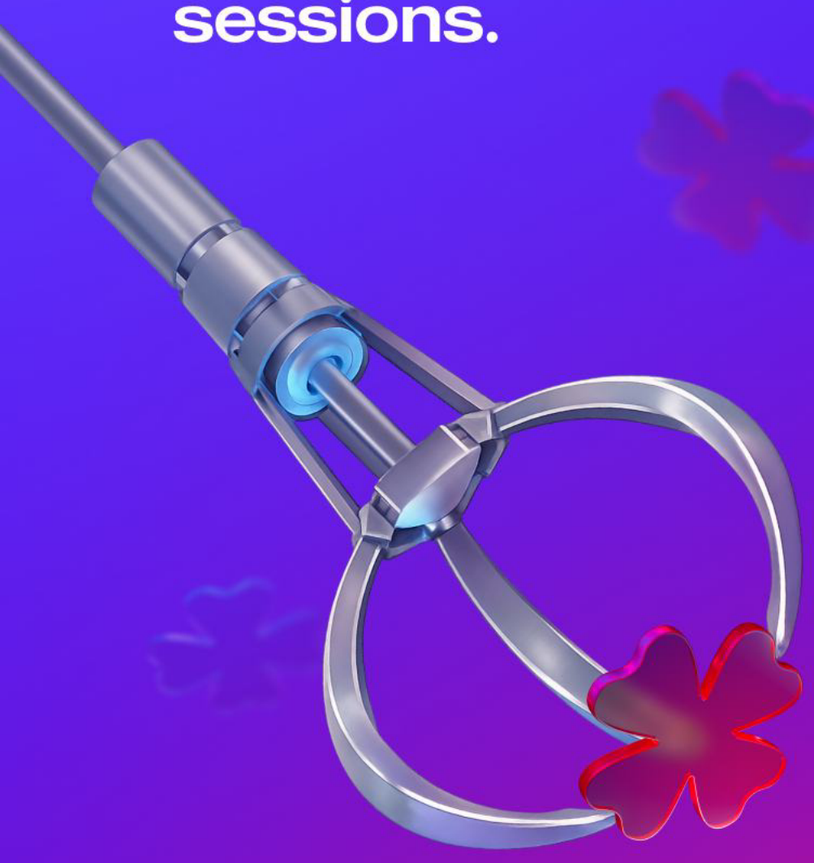
To protect your position as a top-tier provider, you need content that acts as a circuit breaker for player boredom.

ELA GAMES: ENGINEERED TO BE DIFFERENT

2

ELA Games was built to solve the saturation problem. We don't do fillers. EVERY GAME OFFERS A UNIQUE EXPERIENCE.

Our strategy is to focus on highly differentiated game concepts that capture new player segments and re-engage dormant ones. By blending high-quality art with innovative engagement mechanics, we turn casual spins into prolonged sessions.



THE CLAW MACHINE FACTOR

We introduce familiar, arcade-style mechanics into the iGaming space, tapping into nostalgia and skill-based excitement that standard slots cannot match.

THE WINPOT ADVANTAGE

Our proprietary engagement tools aren't just add-ons; they are core to the gameplay experience, designed to boost retention metrics from the first spin.

THE METRIC THAT MATTERS: ×2 GGR GROWTH

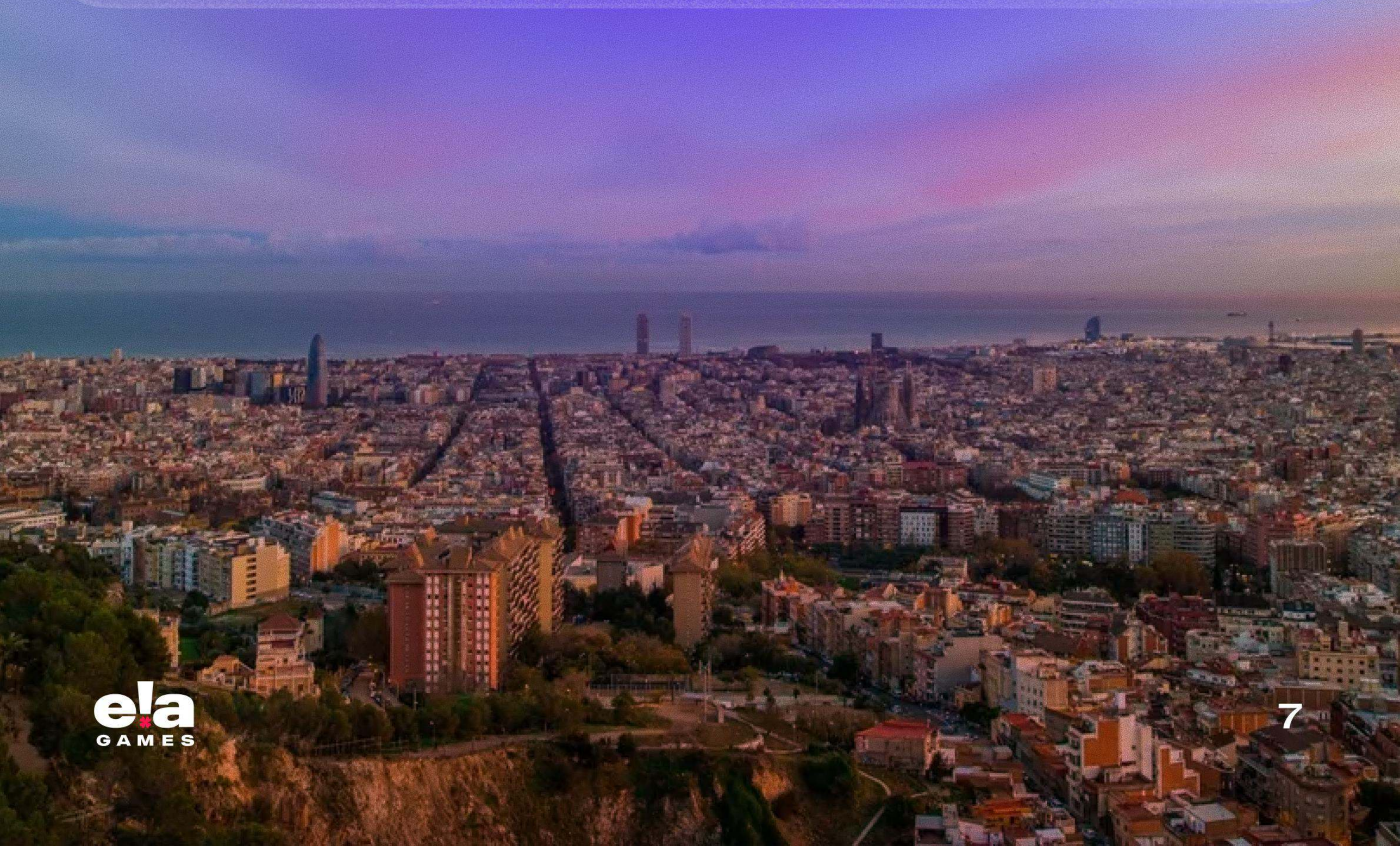
3

Differentiation is nice, but performance is essential. ELA Games titles are currently DOUBLING GGR in key markets compared to last year.

This is the stickiness your operators are asking for.
By integrating ELA Games, you aren't just adding another studio logo to your sheet – you are handing your operators a proven engine for LTV growth.

BOOK YOUR STRATEGY SESSION AT ICE BARCELONA

We are bringing our full portfolio – and the data to back it up – to ICE Barcelona. If you are a Commercial Director or Head of Content looking to strengthen your aggregation offer with high-performance, differentiated titles, let's talk.

Don't let your roadmap be defined by more of the same. Let's fill your operators' lobbies with games that actually convert.

BOOK A MEETING