



ICE London the stage for Kalamba Games' 2023 content preview



2nd February 2023 - Kalamba Games is heading to ICE London 2023 with a formidable array of games and promotional tools that it plans to deploy to the industry as it continues its brand growth.

Having just launched its latest slot *9 Blazing Cashpots Megaways™*, the studio will be offering delegates an insight into its next major release, *Megaways™ Duel of the Dead*, again making full use of the player-favourite Megaways™ mechanic.

The wild west theme of the title also integrates zombies and delivers two popular genres in one engaging slot. Kalamba will be offering an insight into the game prior to its March release.

The studio will also be discussing its own proprietary mechanic prowess too, offering a first look at its Cash Drop feature, the early results of which have returned an average launch window bet uplift of 276%, when compared to the same titles without the promotion.

Promotional tools as a whole will feature heavily within Kalamba's plans for 2023, with jackpots and Cash Drops ready to appeal to both operators and players, further driving engagement and entertainment. These tools will reward playing its titles through instant cash prizes, which can be triggered randomly during any play session.

Some of Kalamba's comprehensive existing catalogue of titles are also in line for a return, refreshed and expanded by its Hit 'n' Roll and Mini-Max series, providing players with an expanded stakes range to enjoy, along with variable RTP.

Visitors to ICE can arrange a meeting with Kalamba's team at the event by contacting am@kalambagames.com

Andrew Crosby, Chief Commercial Officer at Kalamba Games, said: "The industry's biggest event is going to be back with a bang and we're looking forward to meeting partners old and new, showing off what we've got in store for the coming months. 2023 is going to be a great year for Kalamba and this is the perfect way to kick it off."

For more information on this press please contact Square in the Air on enquiries@squareintheair.com

About Kalamba Games:

Kalamba Games is an innovative slots and casino content supplier to both real money gaming and social casino operators. With offices in Malta and a development studio in Krakow, Poland, its focus is on creating games with proven revenue drivers that ensure commercial success for its partners. It was founded in 2016 by industry veterans with both B2C and B2B experience, as well as a strong desire to bring the best of social casino to the RMG vertical.