

## **Vyking Strengthens Aggregation Offering with Pragmatic Play titles**

Vyking has expanded the reach of its casino games aggregation layer to include the full game suite from Pragmatic Play. The integration brings one of the industry's most widely recognised and in-demand content portfolios into Vyking's aggregation ecosystem. Pragmatic Play titles are known for strong player engagement, consistent performance across markets, and a diverse range of game experiences.

Vyking's data-lite aggregation solution allows operators to activate Pragmatic Play content through a single technical integration, reducing time to market and lowering development overhead. This approach enables teams to focus on player experience while managing content centrally alongside other studios. Operators also benefit from streamlined reporting, improved operational efficiency, and a unified content roadmap across regulated and crypto-first environments.

Florian Klimka, Chief Product Officer at Vyking, said:

"Pragmatic Play is a reference point for casino content in this industry. Its titles perform consistently across markets and player segments. Adding the full suite allows operators to roll out this content faster, manage it more efficiently, and keep their casino offering competitive without increasing technical complexity."

Vyking's game aggregation is built around unified content management, providing a single environment to control studio content, monitor performance, and access real time analytics and retention tools. This supports faster content launches, deeper player engagement, and scalable growth while keeping operational complexity low.

The addition of Pragmatic Play content further strengthens Vyking's modular iGaming platform stack, supporting both fiat and crypto operators with robust technology, scalable deployment options, and future-ready infrastructure. Vyking's Casino Game Aggregation can be consumed by Vyking platform operators as well as those running their own technology stacks. Built on a platform-agnostic architecture, it unlocks access to advanced tools including bonus engines, cashback systems, deep analytics, and integrations with third-party platforms such as FastTrack, Unibo, Promofy, and MyAffiliate.

As Vyking continues to grow its aggregation platform across regulated and emerging markets, Pragmatic Play's evolving global portfolio provides a strong, strategically aligned content addition for operators worldwide

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## **About Vyking**

[Vyking](#) is a future-ready iGaming platform provider and games aggregator delivering white label, turnkey, and self-service solutions for crypto and fiat brands across Europe, Asia and Africa. Founded in 2018, Vyking enables rapid launches, efficient scaling, and full product ownership through open architecture, frontend access, and modular, enterprise-grade infrastructure.

## **About Pragmatic Play**

[Pragmatic Play](#) is a leading multi-product software provider to the iGaming industry and is licensed and regulated by industry governing bodies such as the Gambling Commission of Great Britain (GCGB), the Gibraltar Gambling Commissioner (GGC), and the Malta Gaming Authority (MGA).

Its award-winning portfolio of slots, live casino, bingo, virtual sports, sportsbook, and more is available through a single API integration in all major regulated markets, languages, and currencies.

Headquartered in Gibraltar, Pragmatic Play is owned by a private group of investors led by [Veridian \(Gibraltar\) Limited](#).