



Playtika Announces Launch of Initial Public Offering

January 7, 2021

HERZLIYA, Israel, Jan. 07, 2021 (GLOBE NEWSWIRE) -- Playtika Holding Corp. ("Playtika") today announced the launch of its initial public offering of 69,500,000 shares of its common stock. The offering consists of 21,700,000 shares of common stock offered by Playtika and 47,800,000 shares of common stock to be sold by an existing stockholder (the "Selling Stockholder"). Playtika will not receive any proceeds from the sale of the shares by the Selling Stockholder. The underwriters will have a 30-day option to buy an additional 10,425,000 shares of common stock from the Selling Stockholder at the initial public offering price, less underwriting discounts and commissions. The initial public offering price is currently expected to be between \$22.00 and \$24.00 per share. Playtika intends to list its common stock on the Nasdaq Global Select Market under the symbol "PLTK."

Morgan Stanley and Credit Suisse will act as lead bookrunners for the proposed offering. Citigroup, Goldman Sachs & Co. LLC, UBS Investment Bank, and BofA Securities will act as additional bookrunners for the proposed offering. Baird, Cowen, Stifel, and Wedbush Securities will act as co-managers for the proposed offering.

The proposed offering will be made only by means of a prospectus. Copies of the preliminary prospectus, when available, may be obtained from: Morgan Stanley & Co. LLC, 180 Varick Street, 2nd Floor, New York, New York 10014, Attn: Prospectus Department or Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, 6933 Louis Stephens Drive, Morrisville, NC 27560, by telephone at (800) 221-1037 or by email at usa.prospectus@credit-suisse.com.

A registration statement relating to the proposed sale of these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Playtika

Playtika Holding Corp. is a leading mobile gaming company and monetization platform with over 35 million monthly active users across a portfolio of games titles. Founded in 2010, Playtika was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. Headquartered in Herzliya, Israel, and guided by a mission to entertain the world through infinite ways to play, Playtika has over 3,700 employees in 19 offices worldwide including Tel-Aviv, London, Berlin, Vienna, Helsinki, Montreal, Chicago, Las Vegas, Santa Monica, Newport Beach, Sydney, Kiev, Bucharest, Minsk, Dnepr, and Vinnytsia.

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