



Playtika's Portfolio of Games Claims Prestigious Recognition in Season 1 of the 2023 NYX Game Awards!

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Bingo Blitz, Solitaire Grand Harvest and World Series of Poker honored with international awards for marketing excellence

HERZLIYA, Israel--(BUSINESS WIRE)--Apr. 24, 2023-- The 2023 NYX Game Awards has officially announced the exceptional winners of Season 1 in collaboration with the International Awards Associate (IAA). The award celebrates and honors creative excellence in the international video game industry, recognizing those who contribute to advancing the community. This season alone, the awards received over 700 entries from more than 30 countries, including the **United States, Canada, United Kingdom, China, Australia, Japan, Germany, France, Sweden, Finland, Poland, South Korea**, and many others.

In the 2023 NYX Game Awards: Season 1, Playtika received recognition for **four** Game Strategic Campaigns under the Game Influencer Marketing category. Each of the campaigns showcased partnerships between celebrity influencers and Playtika mobile games that resonated with players worldwide. Bingo Blitz, the world's most popular free-to-play Bingo game, received two GRAND awards for campaigns featuring Grammy Award-winning artist [Meghan Trainor](#) and beloved American actress [Drew Barrymore](#). Solitaire Grand Harvest's debut campaign with English actress [Jane Seymour](#) won a GOLD award, and World Series of Poker received a SILVER award for its campaign featuring award-winning actor [Laurence Fishburne](#).

"At Playtika, we count on our marketing campaigns to constantly push the boundaries of what's possible to showcase our diverse portfolio of games and the players who enjoy them," said Laura Keren, Playtika's Vice President of Global Marketing. "Being recognized by the NYX Awards is a testament to our incredible team of passionate storytellers who are responsible for encapsulating our category-leading casual and social casino games as a beacon of innovation and excellence in interactive entertainment."

"The world of gaming has evolved significantly, and at the NYX Game Awards, we continue to recognize games as powerful art forms that tell stories and challenge our perceptions," proclaimed Thomas Brandt, the spokesperson of IAA. "We believe that games have the ability to change lives, and our panel of jurors is always ready to recognize talented developers and creators."

Grand Jury Panel

Seeing an increase of entry numbers in the NYX Game Awards, IAA is delighted to have received the assistance of its esteemed jury panel that consists of several individuals that possess a knack in gaming, while using their expertise to create a standard that is unsurpassable. The jury panel comprises some of the top names including: **Anton Söderhäll (Goodbye Kansas), Xianzhe Li (WhisperGames), Ed Mills (Hitcents), Rupali Sharma (Take Two Interactive), Robert Wesolowski (KLABATER)**, and many more.

"The endless possibilities of gaming and its many mechanisms provide ample opportunities for developers and creators to innovate and create games that will revolutionize the industry," Thomas added, "Transcending generations of all ages, games have become a mainstream phenomenon, and I believe that we can continue to push the limits of what gaming can achieve, starting with NYX."

About NYX Game Awards

The NYX Game Awards seeks to encourage and celebrate innovation and creativity in the gaming industry, while also promoting inclusivity and diversity. With the mission to reinvent current circumstances, NYX Game Awards aims to diversify award winners, through adopting an equilibrium for games, ranging from indie to AAA titles alike to ensure that all deserving professionals are recognized for their contributions to the industry, regardless of their budget or resources.

About Playtika Holding Corp.

Playtika (NASDAQ: PLTK) is a mobile gaming entertainment and technology market leader with a portfolio of multiple game 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 employees across offices worldwide.

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