



**PREPARED REMARKS**

**FY2025 Q4**

**TAE LEE: SVP, CORPORATE FINANCE & INVESTOR RELATIONS**

Welcome everyone and thank you for joining us today for the fourth quarter 2025 earnings call for Playtika Holding Corp. Joining me on the call today are Robert Antokol, co-founder, and CEO of Playtika and Craig Abrahams, Playtika's President, and Chief Financial Officer.

I would like to remind you that today's discussion may contain forward-looking statements including, but not limited to, the Company's anticipated future revenue and operating performance. These statements and other comments are not a guarantee of future performance, but rather are subject to risks and uncertainties, some of which are beyond our control. These forward-looking statements apply as of today, and you should not rely on them as representing our views in the future.

We undertake no obligation to update these statements after this call.

We have posted an accompanying slide deck to our investor relations website which contains information on forward-looking statements and non-GAAP measures, and we will also post our prepared remarks immediately following the call.

For a more complete discussion of the risks and uncertainties, please see our filings with the SEC. With that, I will now turn the call over to Robert.

1 **ROBERT ANTOKOL: FOUNDER & CHIEF EXECUTIVE OFFICER**

2 Good morning and thank you for joining us.

3 We finished 2025 with a strong fourth quarter that shows our plan is working and  
4 the business continues to show bright spots.

5 In Q4, we delivered \$678.8 million of revenue and \$201.4 million of Adjusted  
6 EBITDA, driven by DTC growth, our pivot to casual, and SuperPlay results.

7 Here is the main point. We are building a balanced set of assets. Every year, more  
8 revenue comes from long-life casual games with broad reach, and DTC is now core  
9 to how we run the business. At the same time, our legacy games still matter. They  
10 are still meaningful sources of cash flow, and we are managing them with focus and  
11 care as part of a portfolio, not as a one-game company. This mix is more balanced,  
12 less dependent on any single category, and better positioned to deliver durable free  
13 cash flow.

14 First, DTC. DTC keeps growing and adds more value for Playtika. In Q4, DTC was  
15 36.8% of our revenue, and we ended the year at about \$1 billion in annualized DTC  
16 revenue. This marks a clear shift in how we engage with players and process  
17 transactions. We are building a multi-channel DTC strategy, and we are consistently

18 optimizing those channels, to improve unit economics and strengthen our business  
19 over time.

20 Second, our casual games. In Q4, casual revenue was about 74% of total revenue.  
21 We have evolved our portfolio over the last five years. This broadens the business  
22 and supports a steadier path.

23 Third, SuperPlay. SuperPlay delivered record revenue in Q4, with Disney Solitaire  
24 up 21.4% quarter-over-quarter and now our second largest game in the portfolio.  
25 We see improvements in Dice Dreams and continued growth in Domino Dreams.  
26 SuperPlay's growth this year is nothing short of amazing and makes them one of the  
27 fastest growing studios in the mobile gaming industry at their scale.

28 We acquired SuperPlay to add top casual games, bring a new growth engine, and  
29 widen our base with long-life assets. The performance supports this decision and  
30 raises our confidence in SuperPlay.

31 This acquisition highlights a core strength at Playtika, recognizing amazing teams  
32 and backing them with capital and operating discipline. With SuperPlay, we  
33 invested behind a talented team with great potential and provided the financial  
34 flexibility to scale games. This reflects our disciplined approach to allocating capital  
35 when talent, product, and returns align. And the same playbook guides how we run  
36 the entire company.

37 We act from a position of strength. We focus on returns, reallocating spend and  
38 generating cash. With that, I will turn the call over to Craig to review our financials,  
39 outlook, and capital allocation framework.

40 **CRAIG ABRAHAMS: PRESIDENT & CHIEF FINANCIAL OFFICER.**

41 Thank you, Robert, and good morning.

42 Q4 reflects the strength of our model and a mix shift that is now clear in the results.  
43 We came in ahead of our Revenue and Adjusted EBITDA guidance, set another DTC  
44 record, and saw outstanding momentum from SuperPlay. This is now the third  
45 straight year we have met or exceeded our Adjusted EBITDA guidance, reflecting  
46 the strength and consistency of our operating model.

47 I also want to reinforce how we run the company. We manage Playtika as a  
48 portfolio. We protect and strengthen leadership positions in our key casual  
49 franchises. We scale capabilities like DTC that improve unit economics across the  
50 business. And we maximize the lifetime value of our social casino-themed titles  
51 while staying disciplined on returns and costs.

52 On Social Casino-themed games specifically, these games operate in a tough,  
53 crowded market, and the mobile industry has evolved since our IPO. That's not a  
54 reason to be defensive, it's a reason to be decisive. Our goal is clear: slow the

55 decline and get full value from these assets. We fund where the returns make sense,  
56 extend the life of older titles, and step back where the bar is not met. We were  
57 pleased to see early signs of stabilization in Slotomania in the quarter. To be clear,  
58 we remain focused on stability and value while we build the next phase. And to  
59 keep resources concentrated on our more attractive opportunities, we streamlined  
60 parts of the organization and plan to redeploy investment behind the areas with the  
61 strongest returns. The mix is improving, our growth engines are working, and we  
62 are building a more resilient Playtika.

63 Turning to the financial results for the year.

64 Revenue was \$2.755 billion, up 8.1% year-over-year. We generated Net Loss of  
65 \$(206.4) million, Adjusted Net Income of \$197.5 million, and Adjusted EBITDA of  
66 \$753.2 million, down (0.6)% year-over-year. Our Net Loss margin was (7.5)%, our  
67 Adjusted Net Income margin was 7.2%, and our Adjusted EBITDA margin was  
68 27.3%.

69 We generated record Free Cash Flow of \$481.6 million, an increase of 21.4% year-  
70 over-year. We are managing capex and working capital tightly, and we remain  
71 focused on delivering strong free cash flow generation over time.

72 Now to the quarter.

73 Revenue was \$678.8 million, up 0.6% sequentially and up 4.4% year-over-year. Net  
74 Loss was \$(309.3) million, compared to Net Income of \$39.1 million in Q3, and  
75 \$(16.7) million Loss in Q4 of 2024. The Net Loss was primarily driven by the non-  
76 cash impact of remeasuring contingent consideration related to the SuperPlay  
77 earnout, which flows through GAAP results but is excluded from our Adjusted Net  
78 Income and Adjusted EBITDA. Adjusted Net Income was \$89.0 million, compared  
79 to Adjusted Net Income of \$65.8 million in Q3, and \$27.0 million in Q4 of 2024.  
80 Adjusted EBITDA was \$201.4 million, down (7.4)% sequentially and up 9.5% year-  
81 over-year. Our Adjusted EBITDA margin was 29.7% compared to 32.2% in Q3,  
82 and 28.3% in Q4 of 2024.

83 Direct-to-Consumer was a key driver of both performance and mix. DTC revenue  
84 reached \$250.1 million, growing 19.5% sequentially and 43.2% year-over-year,  
85 reflecting broad-based contributions across our games.

86 Turning now to our business results for the quarter, for our top three revenue games.

87 Bingo Blitz revenue was \$158.5 million, down (2.5)% sequentially and essentially  
88 flat year-over-year. We drove engagement with a focused in-game and out-of-game  
89 campaign around our Bingo Blitz and Garfield collaboration, including a new  
90 themed Bingo room featuring a cooperative mini-game where players work together  
91 to progress through Garfield content. We also introduced a new gameplay mechanic

92 that has players “find Garfield” within the Bingo cards, and we closed the quarter  
93 with an innovative experience that offers eight Bingo cards per session instead of  
94 the usual four.

95 Disney Solitaire revenue was \$71.6 million, up 21.4% sequentially. By Q4, the title  
96 had scaled rapidly and was approaching a \$300 million annualized revenue run-rate,  
97 reflecting its strong momentum since its global launch in April 2025. Results have  
98 been driven by product execution and steady tuning, including new feature launches,  
99 game economy updates, and continued improvement in unit economics through  
100 Direct to Consumer. We have also seen traction internationally, including Japan,  
101 which further validates the global appeal of the franchise.

102 For the full year, SuperPlay generated about \$573 million of revenue, a 67.5%  
103 increase from the \$342 million baseline tied to the earn-out. The studio is doing this  
104 while staying focused on long-term fundamentals, engagement, retention, and Live  
105 Operations. As we shared previously, we have expanded our collaboration with  
106 Disney & Pixar games, and we are developing a new title in the SuperPlay pipeline.

107 June’s Journey revenue was \$70.0 million, up 2.5% sequentially and down (2.0)%  
108 year-over-year. June’s Journey continues to maintain its position as the highest  
109 grossing hidden object game worldwide. In Q4, engagement benefited from a strong  
110 content cadence and seasonal programming, including the Wicked IP collaboration.

111 Direct to Consumer is still relatively new for June's Journey, but we have scaled it  
112 quickly across both iOS and Android, and we continue to see it as a durable lever to  
113 deepen player relationships and improve unit economics over time.

114 Turning now to specific line items in our P&L for the fourth quarter.

115 Cost of revenue increased 4.5% year-over-year, driven by revenue growth, offset by  
116 platform mix. Operating expenses increased 100.3% year-over-year, driven  
117 primarily by the GAAP impact of contingent consideration related to the SuperPlay  
118 earnout. Excluding the change in contingent considerations, as well as expenses  
119 associated with our Long-Term Cash Compensation program that expired in 2024,  
120 operating expenses increased by 5.4%.

121 R&D expenses increased 13.8% year-over-year, driven primarily by higher  
122 headcount following the SuperPlay acquisition and continued investment to support  
123 the growth of the SuperPlay studio.

124 Sales and marketing increased 9.6% year-over-year, reflecting higher user  
125 acquisition spend due to the full-quarter impact of SuperPlay, as well as the  
126 sequential step-up in marketing investments that we previewed on last quarter's  
127 earnings call.

128 G&A increased 383.5% year-over-year, driven primarily by the \$394.1 million  
129 contingent consideration expense recorded in the quarter related to the SuperPlay  
130 earnout. Excluding the impact of contingent consideration and expenses associated  
131 with our Long-Term Cash Compensation program, G&A would have declined by  
132 (22.0)% year-over-year.

133 To provide more clarity, a brief word on the earn-out mechanics. The SuperPlay  
134 earnout this year is tied to revenue growth versus a \$342 million revenue baseline,  
135 with a step-up in multiple above certain thresholds. Changes in the fair value of the  
136 contingent consideration run through GAAP G&A, but they are excluded from  
137 Adjusted Net Income and Adjusted EBITDA and do not change the underlying cash  
138 terms of the earnout.

139 We ended the year with \$820.2 million in cash, cash equivalents, and short-term  
140 bank deposits, and we expect to fund the SuperPlay earn-out from cash on hand.

141 Looking at our operational metrics, Average DPU increased 0.8% sequentially and  
142 5.3% year-over-year to 357 thousand. Average DAU decreased (3.7)% sequentially  
143 and (1.3)% year-over-year to 7.9 million. ARPDAU was \$0.93 in the quarter, up  
144 4.5% both sequentially and year-over-year.

145 On to our outlook for 2026, our guidance reflects a business that has been undergoing  
146 a strategic shift.

147 Growth titles led by SuperPlay are driving material revenue. Our industry-leading  
148 casual franchises, Bingo Blitz, June's Journey, and Solitaire Grand Harvest, continue  
149 to benefit from LiveOps and rising Direct to Consumer contribution. In Social  
150 Casino, revenue is declining, and our focus is on protecting the economics of those  
151 franchises and maximizing cash flow through disciplined management and operating  
152 efficiency. We also want to be clear that Direct to Consumer is a core and growing  
153 part of our business, and we are executing to expand it. At the same time, we are  
154 taking a measured view of any incremental benefit tied to the evolving platform  
155 policy landscape, and our guidance does not assume any single policy outcome.

156 With that context, our guidance for full-year 2026 is as follows: revenue of \$2.7 to  
157 \$2.8 billion, Adjusted EBITDA of \$730 to \$770 million, capital expenditures of \$80  
158 million, and an effective tax rate of 30%. We also expect our marketing spend to be  
159 weighted toward the first half of the year, particularly the first quarter, which we  
160 expect to result in lower Adjusted EBITDA in the first quarter and higher Adjusted  
161 EBITDA in subsequent quarters.

162 Finally, capital allocation.

163 When we initiated our dividend, the intent was to provide an attractive return to  
164 shareholders while we executed on our strategic priorities, including restarting M&A  
165 and repositioning the portfolio. We have made real progress against those priorities.

166 We have scaled DTC to record levels. We have successfully ramped up SuperPlay,  
167 and it is performing in line with, and in certain areas ahead of, the expectations we  
168 had at the time of the acquisition. We have also sharpened our operating model and  
169 reset our cost basis.

170 At this stage, our capital allocation framework needs to reflect both the opportunities  
171 in front of us and the performance-based nature and potential size of the SuperPlay  
172 earn-out. To preserve flexibility and direct capital to the highest return uses, we are  
173 suspending our quarterly dividend. With respect to share repurchases, we intend to  
174 keep buybacks available within our capital allocation framework. We will continue  
175 to evaluate our capital structure over time, including opportunities to reduce debt  
176 where it makes sense, while maintaining balance sheet capacity to fund potential  
177 obligations, and invest behind growth. As we take these steps to focus capital on the  
178 highest-return opportunities, we remain fully committed to enhancing long-term  
179 shareholder value.

180 With that, we would be happy to take your questions.