

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 6, 2026

Commission File Number: 001-39896

PLAYTIKA HOLDING CORP.

(Exact Name of Registrant as Specified in its Charter)

Delaware
(State of other jurisdiction
of incorporation or organization)

81-3634591
(I.R.S. Employer
Identification No.)

c/o Playtika Ltd.
HaChoshlim St 8
Herzliya Pituach, Israel
972-73-316-3251

(Address, including zip code, and telephone number, including area code, of registrant's principal executive offices)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.01 par value	PLTK	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On April 6, 2026, Playtika Holding Corp. issued a press release announcing that a special committee of its board of directors is conducting a process to review and evaluate potential strategic alternatives to enhance stockholder value. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

In accordance with General Instruction B.2. of Form 8-K, the information in this Item 7.01, including Exhibit 99.1, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such a filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1	Press Release issued on April 6, 2026
104	Cover page interactive data file (embedded within the Inline XBRL document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PLAYTIKA HOLDING CORP.
Registrant

By: /s/ Michael Cohen

Michael Cohen
Chief Legal Officer

Dated as of April 6, 2026

Playtika Announces Review of Strategic Alternatives to Maximize Shareholder Value

Herzliya, Israel, April 6, 2026 -- Playtika Holding Corp. (NASDAQ: PLTK), a leading mobile gaming entertainment company, today announced that as part of the ongoing efforts of Playtika's Board of Directors to enhance shareholder value, a Special Committee of the Board of Directors, comprised solely of independent directors, is conducting a comprehensive review and evaluation of strategic alternatives across its portfolio. The Special Committee is evaluating opportunities and alternatives to unlock and enhance shareholder value and has retained Morgan Stanley & Co. LLC to act as financial advisor.

There can be no assurance that the strategic review process will result in any strategic transaction. Playtika does not currently intend to disclose developments related to the strategic review process unless and until the Special Committee and Board have approved a course of action for which further disclosure is appropriate.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any offer or sale of any securities in any state or other jurisdiction in which, or to any person to whom, such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or other jurisdiction.

About Playtika Holding Corp.

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

Forward Looking Statements

In this press release, Playtika makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 and Section 21E of the Exchange Act. All statements other than statements of historical facts contained in this press release, including statements regarding any potential outcomes or developments associated with the strategic review process, are forward-looking statements. Further, statements that include words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "future", "intend," "intent", "goal," "may," "might," "plans," "potential", "present," "preserve," "project," "pursue," "should", "will," or "would," or the negative of these words or other words or expressions of similar meaning may identify forward-looking statements.

The achievement or success of the matters covered by such forward-looking statements involves significant risks, uncertainties and assumptions, including, but not limited to, the risks and uncertainties discussed in Playtika's filings with the Securities and Exchange Commission. Moreover, Playtika operates in a very competitive and rapidly changing environment and industry. As a result, it is not possible for Playtika's management to assess the impact of all factors on Playtika's business or the extent to which any factor, or combination of factors, may

cause actual results to differ materially from those contained in any forward-looking statements Playtika may make. In light of these risks, uncertainties and assumptions, the forward-looking statements discussed in this press release may not occur, and actual results could differ materially and adversely from those anticipated, predicted or implied in the forward-looking statements.

Important factors that could cause actual results to differ materially from estimates or projections contained in the forward-looking statements include without limitation:

- the outcome of the strategic review process (which may be suspended or modified at any time);
- the possibility that the Special Committee may decide not to recommend to the Board any strategic transaction or other change following the strategic review process;
- Playtika's inability to consummate any potential transaction or other outcome resulting from the review due to, among other things, market dynamics, regulatory issues, contractual restrictions or otherwise;
- potential disruptions to Playtika's business from the strategic review process, including the diversion of management's attention;
- potential adverse effects on Playtika's stock price from the announcement, suspension or consummation of the strategic review process and the results thereof;
- the independent investment decisions and actions of our majority shareholder or third parties that influence us; and
- risks related to Playtika's international operations and ownership, including Playtika's significant operations in Israel and Ukraine and the fact that Playtika's controlling shareholder is a Chinese-owned company.

Except as required by law, Playtika undertakes no obligation to update any forward-looking statements for any reason to conform these statements to actual results or to changes in Playtika's expectations.