

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 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): March 23, 2022**

**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**  
(IRS 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:

- 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 So Registered	Trading Symbol	Name of Each Exchange on which Registered
Common Stock, par value \$0.01 per share	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 March 23, 2022, Playtika Holding Corp. (the “Company”) issued a press release announcing the acquisition of all of the issued and outstanding equity interests of JustPlay.LOL Ltd.

The foregoing information in this Item 7.01, including Exhibit 99.1 incorporated herein by reference, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and is not incorporated by reference into any of the Company’s filings, whether made before or after the date hereof, regardless of any general incorporation language in any such filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Exhibit Title or Description</b>
99.1	<a href="#">Press Release of Playtika Holding Corp., dated March 23, 2022.</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document).

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## 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, hereunto duly authorized.

PLAYTIKA HOLDING CORP.  
*Registrant*

Date: March 23, 2022

By: /s/ Craig Abrahams  
Craig Abrahams  
President and Chief Financial Officer

**Investor Contact**

Playtika, David Niederman  
davidni@playtika.com

**Media Contact**

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**Playtika Acquires JustPlay.LOL**

***Acquisition Furthers Playtika's Growth Strategy with Expansion into High Growth  
Action and Battle Royale Genres***

HERZLIYA, Israel, March 23, 2022 - Playtika Holding Corp. (NASDAQ: PLTK) today announced the acquisition of Israel-based, JustPlay.LOL, creator of the multiplayer game, 1v1.LOL, which expands the company's offering into the Action and Battle Royale genres. The acquisition is consistent with Playtika's strategy to increase its breadth of entertainment genres and leverage the company's Boost platform to enhance game-operations.

"The acquisition of JustPlay.LOL and its leading title, 1v1.LOL, continues our strategy of diversifying the game genres we operate in as we leverage our industry-leading game operations technology to grow revenue via our Boost Platform," said Eric Rapps, Playtika's Chief Strategy Officer. "JustPlay.LOL has organically built an impressive community of engaged users. We look forward to working with the JustPlay.LOL team to further expand that base and to provide them the best entertainment experience possible."

This acquisition is the latest in Playtika's long and successful history as a consolidator. The company's ability to successfully integrate studios and enhance their mobile entertainment platforms through leveraging its proprietary Boost platform continues to drive its financial and operational success.

**About Playtika**

Playtika (NASDAQ: PLTK) is a mobile gaming entertainment and technology market leader with 35 million monthly active users across 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 20 offices worldwide and employs over 4,000 employees.

**About JustPlay.LOL**

JustPlay.LOL was founded in 2018 by Boris and Lior Alterman. The company's games have been downloaded more than 50 million times and have approximately 700,000 daily active users globally. JustPlay.LOL is based in Ramat-Gan, Israel and employs over 25 employees.