

**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): January 9, 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**  
(I.R.S. Employer  
Identification No.)

c/o Playtika Ltd.  
HaChoshlim St 8  
Herzliya Pituarch, 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 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On January 9, 2022, the Board of Directors (the “Board”) of Playtika Holding Corp. (the “Company”) unanimously appointed Dana Gross and Hong Du to serve as members of the Board until the Company’s next annual meeting of stockholders and until their respective successors are duly elected and qualified. In addition, Ms. Gross has been appointed to serve on the Company’s Audit Committee, and Ms. Du has been appointed to serve on the Company’s Compensation Committee. There are no arrangements or understandings between Ms. Gross or Ms. Du and any other person pursuant to which Ms. Gross or Ms. Du were appointed to serve on the Board. Neither Ms. Gross nor Ms. Du has any direct or indirect material interest in any transaction required to be disclosed pursuant to Item 404(a) of Regulation S-K.

Ms. Gross and Ms. Du will receive compensation for their services as directors. Each of Ms. Gross and Ms. Du will receive an annual cash retainer of \$50,000 for service on the Board. In addition, Ms. Gross will receive \$25,000 per annum for service on the audit committee, and Ms. Du will receive \$10,000 per annum for service on the compensation committee. The Company also anticipates that each of Ms. Gross and Ms. Du will receive an award of restricted stock units consistent with the Company’s prior practice, as described further in the “Director Compensation” section of the Company’s Proxy Statement filed with the Securities and Exchange Commission on April 28, 2021.

In accordance with the Company’s customary practice, the Company will also enter into its standard form of indemnification agreement with each of Ms. Gross and Ms. Du, which agreement is filed as Exhibit 10.1 to the Company’s Registration Statement on Form S-1, as filed with the SEC on December 18, 2020.

On January 11, 2022, the Company issued a press release announcing the appointments of Ms. Gross and Ms. Du to the Board of Directors. The press release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

| <b>Exhibit No.</b> | <b>Description</b>                                   |
|--------------------|--|
| 99.1               | <a href="#">Press Release dated January 11, 2022</a> |

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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, thereunto duly authorized.

PLAYTIKA HOLDING CORP.  
*Registrant*

Date: January 12, 2022

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



## Playtika Bolsters Board of Directors with Seasoned Tech Executives

### *Playtika's Board of Directors Now Includes Three Female Executives, Seven in Total*

HERZLIYA, Israel, January 11, 2022 -- Playtika Holding Corp. (NASDAQ: PLTK), a leading mobile entertainment and gaming company, today announced the appointment of Ms. Dana Gross and Ms. Hong Du to the Company's Board of Directors. Ms. Gross, Chief Operating Officer (COO) of Prospera Technologies, will also join the Company's Audit Committee. Ms. Du, Co-President and COO of SINA, will also serve on the Company's Compensation Committee. Gross and Du bring a deep level of technology and public markets expertise to Playtika's board as the company continues to expand and diversify its global foothold, businesses and operations.

**Playtika's CEO Robert Antokol said,** "The appointments of Dana Gross and Hong Du come at an exciting time for Playtika. We are taking the company to the next level and our business is poised for tremendous growth in the decade to come. Bringing on Dana and Hong is part of our ongoing commitment to excellence and support of gender diversity within Playtika. Their substantial experience will assist us as we continue to expand our leadership position in the gaming space and as a public company."

Dana Gross is a technology and public markets veteran, currently serving as COO of Prospera Technologies an Israeli AI company, which was recently acquired by Valmont Industries. Prior to joining Prospera Technologies, Gross was Chief Financial Officer of the fintech company eToro, and served on the boards of Tower Semiconductors Ltd., M-Systems, AudioCodes, and was a venture partner at one of Israel's leading venture capital fund, Viola Ventures. Dana graduated Cum Laude from Tel Aviv University with a BSc in Industrial Engineering and received her MBA from San Jose State University California.

"Dana has a wealth of operational and financial experience, and has added significant value to the boards she has served on. We will greatly benefit from her experience both in our day-to-day business, and as part of our board," Antokol added.

**Dana Gross said,** "I'm thrilled to join Playtika's Board of Directors during these exciting times. Playtika is one of the most successful companies to originate from Israel and I look forward to being a part of their journey as they continue to grow even further in the digital and mobile space, and enter new markets while leveraging their strong brand, core technologies and unique expertise."

Playtika LTD | 8 Hachoshlim St., Herzliya Pituach 4672408 Israel





Hong Du is Co-President and Chief Operating Officer of SINA, one of China's largest technology companies, operating five major business lines - SINA.com (online news and content), SINA Mobile (MVAS), SINA Community (Web 2.0 and social networking-based services and games), SINA.net (search and enterprise services), and SINA E-Commerce (online shopping). Du joined SINA in November 1999 and served in various roles until her appointment as Co-President and Chief Operating Officer of the company in 2013. She has served on Weibo's board of directors since January 2014. Du holds a B.S. in Applied Chemistry from Harbin Institute of Technology and an M.S. in Business Administration from Lincoln University.

Hong Du added "I've had the opportunity to review many successful mobile and internet businesses during my tenure at SINA, and I was extremely impressed with the technology that Playtika has built. I look forward to joining Playtika's Board of Directors as one of the leading players in the mobile gaming world, creating entertaining experiences for users around the world."

#### **About Playtika:**

Playtika Holding Corp. is a leading mobile gaming and entertainment company 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 20 offices worldwide including Tel-Aviv, London, Berlin, Vienna, Helsinki, Montreal, Chicago, Las Vegas, Santa Monica, Newport Beach, Sydney, Lausanne, Kiev, Bucharest, Minsk, Dnepr, and Vinnytsia.

#### **Contact**

##### **Investor Contact**

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