



INVESTOR PRESENTATION

A NEW FIELD OF PLAY

MAY 2024



Forward-Looking Statements

This presentation contains “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 presentation, including statements regarding our business strategy, plans and our objectives for future operations, are forward-looking statements. Further, statements that include words such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “future,” “intend,” “intent,” “may,” “might,” “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.

We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. 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 our filings with the Securities and Exchange Commission. Moreover, we operate in a very competitive and rapidly changing environment and industry. As a result, it is not possible for our management to assess the impact of all factors on our 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 we 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:

- actions of our majority shareholder or other third parties that influence us;
- our reliance on third-party platforms, such as the iOS App Store, Facebook, and Google Play Store, to distribute our games and collect revenues, and the risk that such platforms may adversely change their policies;
- our reliance on a limited number of games to generate the majority of our revenue;
- our reliance on a small percentage of total users to generate a majority of our revenue;
- our free-to-play business model, and the value of virtual items sold in our games, is highly dependent on how we manage the game revenues and pricing models;
- our inability to identify acquisition targets that fit our strategy or complete acquisitions and integrate any acquired businesses successfully or realize the anticipated benefits of such acquisitions could limit our growth, disrupt our plans and operations or impact the amount of capital allocated to mergers and acquisitions;
- our ability to compete in a highly competitive industry with low barriers to entry;
- our ability to retain existing players, attract new players and increase the monetization of our player base;
- we have significant indebtedness and are subject to the obligations and restrictive covenants under our debt instruments;
- the impact of the COVID-19 pandemic or other health epidemics on our business and the economy as a whole;
- our controlled company status;
- legal or regulatory restrictions or proceedings could adversely impact our business and limit the growth of our operations;
- risks related to our international operations and ownership, including our significant operations in Israel, Ukraine and Belarus and the fact that our controlling stockholder is a Chinese-owned company;
- geopolitical events such as the Wars in Israel and Ukraine;
- our reliance on key personnel;
- market conditions or other factors affecting the payment of dividends, including the decision whether or not to pay a dividend;
- uncertainties regarding the amount and timing of repurchases under our stock repurchase program;
- security breaches or other disruptions could compromise our information or our players’ information and expose us to liability; and
- our inability to protect our intellectual property and proprietary information could adversely impact our business.

In addition, statements about the impact of the Wars in Israel and Ukraine are subject to the risks that hostilities may escalate and expand and that the actual impact may differ, possibly materially, from what is currently expected. Additional factors that may cause future events and actual results, financial or otherwise, to differ, potentially materially, from those discussed in or implied by the forward-looking statements include the risks and uncertainties discussed in our filings with the Securities and Exchange Commission. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur, and reported results should not be considered as an indication of future performance. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements.

The forward-looking statements speak only as of the date they are made. Except as required by law, we undertake no obligation to update any forward-looking statements for any reason to conform these statements to actual results or to changes in our expectations.

Non-GAAP Financial Measures

This presentation contains certain non-GAAP financial measures of us, including Credit Adjusted EBITDA. A “non-GAAP financial measure” is defined as a numerical measure of a company’s financial performance that excludes or includes amounts so as to be different than the most directly comparable measure calculated and presented in accordance with GAAP in the statements of income, balance sheets or statements of cash flow of the company. You should not consider these non-GAAP financial measures in isolation, or as a substitute for analysis of results as reported under GAAP. For information regarding the non-GAAP financial measures used by us, and for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures, see the Appendix to this presentation.





A LEADER IN

MOBILE GAMING

ENTERTAINMENT



WHO ARE WE?

WE ARE A MARKET LEADER IN FREE TO PLAY MOBILE GAMING

- **Eight top 100 games**, with the number one game in Bingo, Solitaire, Hidden Objects, Poker, and Slots⁽¹⁾
- **Largest pure-play** public mobile gaming company⁽²⁾
- Highly engaged players and long-term track record of **growing payers**

WE ARE A DATA AND ANALYTICS DRIVEN COMPANY

- **Live operations** and monetization drive our success
- Our studios offer a comprehensive **entertainment** package
- **Converting** and **retaining** players enhances our edge

WE HAVE A TRACK RECORD OF VALUE CREATING M&A

- **Acquisitions** are key to our strategy
- We have acquired **11 games and studios** in our history⁽³⁾
- We intend to deploy **\$600 million to \$1.2 billion** in M&A over the next three years

WE HAVE A HIGHLY CASH GENERATIVE BUSINESS MODEL

- We generate a substantial amount of **free cash flow**
- Consistent free cash flow generation due to **lifetime value** of player cohorts
- We intend to **return approximately 50%** of our free cash flow to shareholders



Note⁽¹⁾: Source – data.ai and Eilers & Krejciak Gaming, LLC. Top grossing games in the U.S. in Slots, Bingo, Poker, Solitaire, and Hidden Objects.

Note⁽²⁾: Largest in terms of revenue for CY2023 among pure-play mobile gaming companies listed on a public exchange.

Note⁽³⁾: Acquisitions: Buffalo (2012), WSOP Mobile (2013), Pacific Interactive (2014), Jelly Button (2017), Wooga (2018), Supertreat (2019), Seriously (2019), Reworks (2021), JustPlay.LOL (2022), Youda Games Card Portfolio (2023), and InnPlay (2023).

PLAYTIKA IS A
MARKET
LEADER



LARGEST PORTFOLIO OF LEADING MOBILE GAMES

- 12** actively managed and promoted studios⁽¹⁾
- 11** game and studio acquisitions since 2011
- 8** top 100 U.S. grossing mobile games⁽²⁾
- 7** games generating over \$100 Million in annual revenue
- 5** games with number one market share⁽³⁾

2023 – U.S. Top 100 Grossing Mobile Games⁽²⁾



Note⁽¹⁾: Actively managed and promoted studios defined as our studios that spend performance marketing dollars to acquire new players.

Note⁽²⁾: Source – data.ai for CY2023.

Note⁽³⁾: Source – data.ai and Eilers & Krejcik Gaming, LLC. Top grossing games in the U.S. in Slots, Bingo, Poker, Solitaire, and Hidden Objects.

LEADING GLOBAL GAME FRANCHISES



#1
POSITION IN
EACH GENRE



Note: Source – data.ai and Eilers & Krejcik Gaming, LLC. Top grossing games in the U.S. in Slots, Bingo, Poker, Solitaire, and Hidden Objects.

LOYAL LEGION OF PLAYERS AND **PAYERS**

32.8 million Average MAUs



8.8 million Average DAUs



11.0 million Slotomania followers

5.2 million Bingo Blitz followers



3.2 million WSOP followers

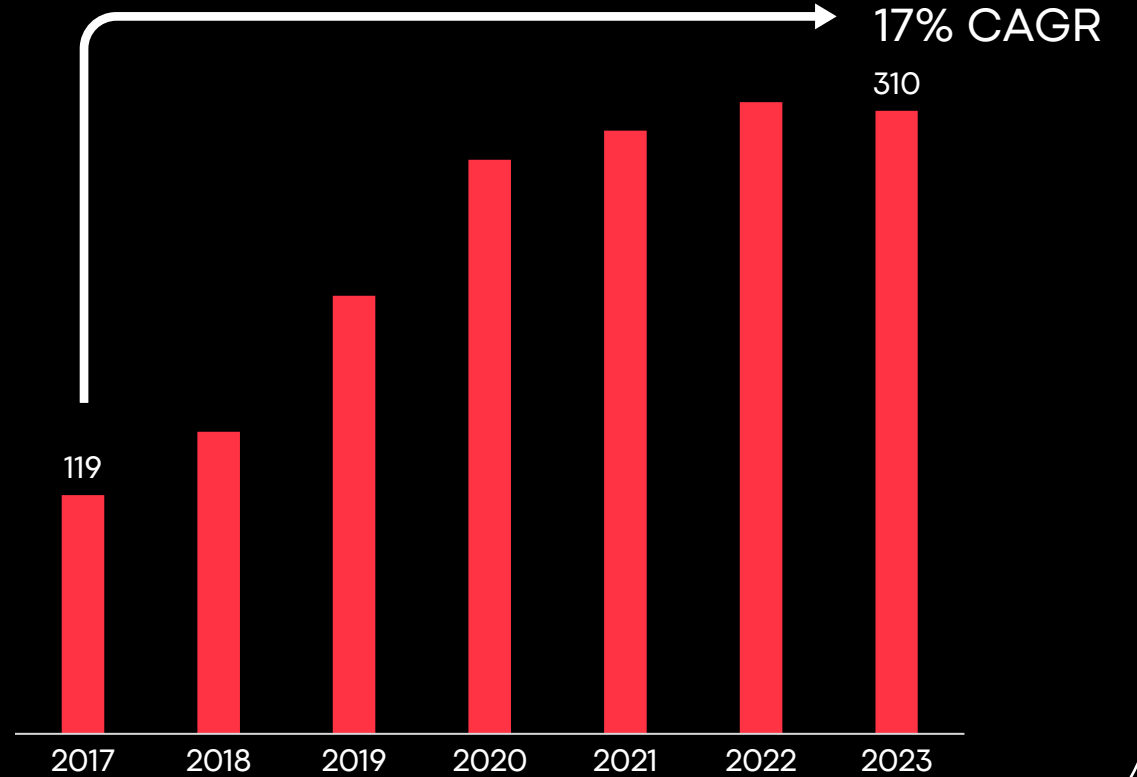


2.7 million Solitaire Grand Harvest followers

1.0 million June's Journey followers



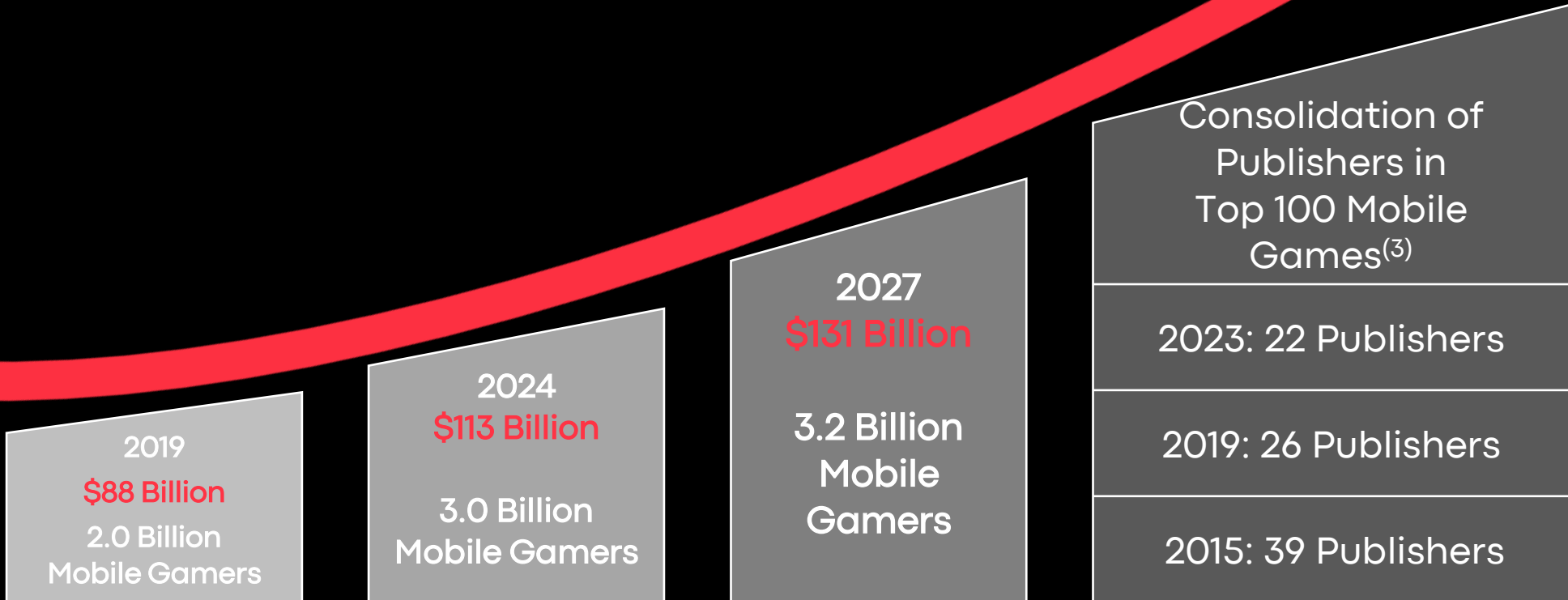
Track Record of Growing Our Base of Paying Users (Avg. DPU in Thousands)



Note: Chart reflects Average Daily Paying Users in thousands.
Note: Follower count from Facebook community as of May 2024.
Note: See the glossary for key terms for definitions of Average Monthly Active Users (MAUs), Average Daily Active Users (DAUs), and Average Daily Paying Users (DPUs). Average MAU and average DAU data as of Q1 2024.

ATTRACTIVE **INDUSTRY TAILWINDS**: SEIZING OPPORTUNITIES IN A **CONSOLIDATING MARKET**

Mobile TAM⁽¹⁾⁽²⁾



MOBILE GAMING: FASTEST GROWING TAM⁽¹⁾

CONSOLIDATING INDUSTRY



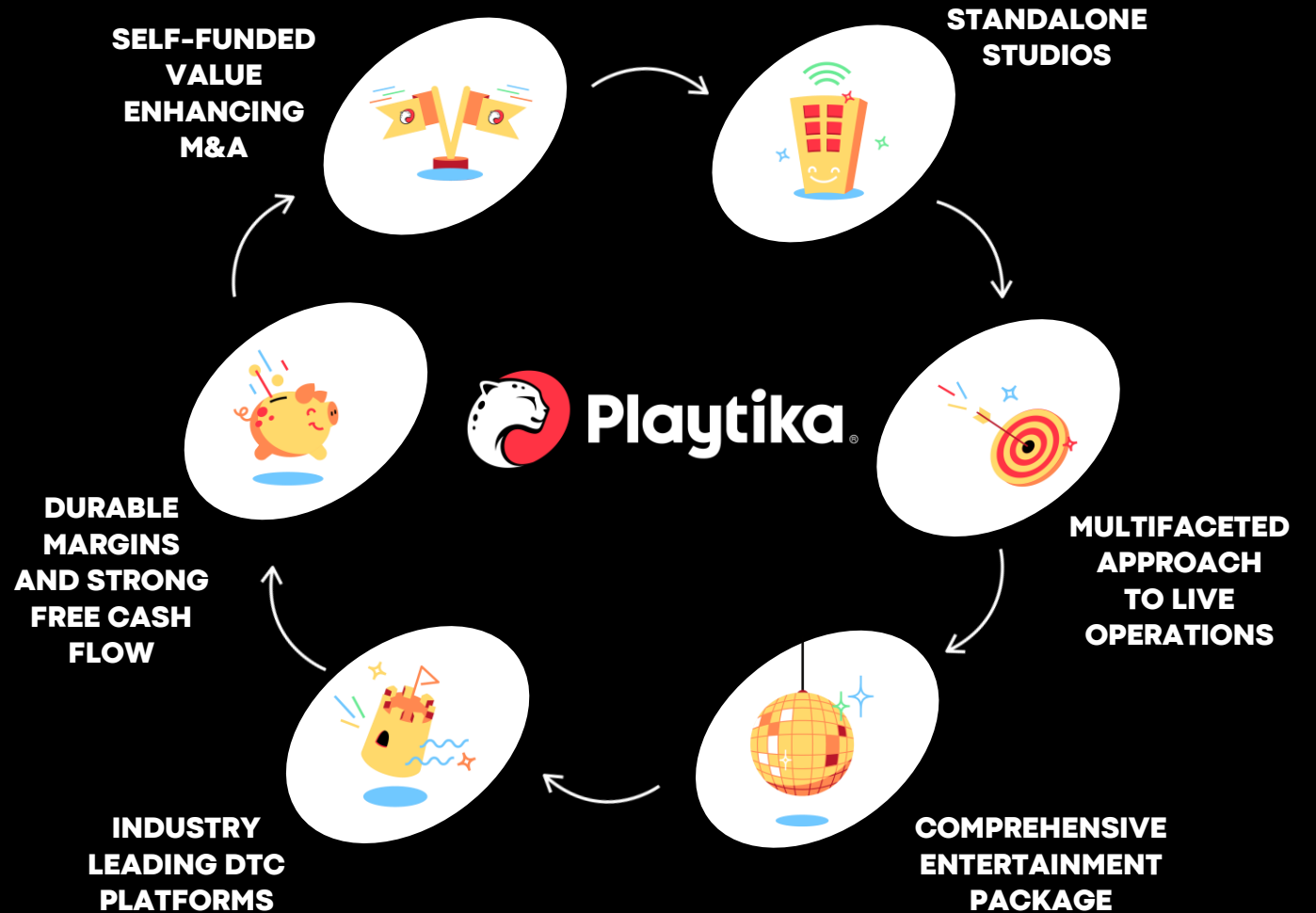
Note⁽¹⁾: TAM Source: IDG Consulting. Console TAM: 2019 - \$34B, 2024 - \$42B, and 2027 - \$45B. PC Gaming TAM: 2019 - \$38B, 2024 - \$44B, and 2027 - \$47B.
Note⁽²⁾: Number of Mobile Gamers Source: IDC.
Note⁽³⁾: Analysis based on Sensor Tower data; analysis only includes publishers that are pure-play mobile game publishers.

DATA AND ANALYTICS DRIVEN



OUR **LIVE OPS MODEL** PERPETUATES OUR SUCCESS

We have built a **live ops** and proprietary tech platform to boost game **engagement** and **monetization**, creating a cycle of strong margins and free cash flow. This financial health fuels our **growth**, empowering us to strategically acquire **new studios** and **expand** our game portfolio, perpetuating our success.





STUDIO AUTONOMY WITH CLEAR FINANCIAL TARGETS FUELS OUR COLLECTIVE SUCCESS

Each of our studios operates as a standalone unit, enjoying complete **product autonomy**, and upholding its own **accountability**

Every studio is guided to meet specific revenue and profitability targets, harmonizing **financial discipline** with its **entrepreneurial spirit**

Our **diversified portfolio** of studios is a key advantage – fostering a dynamic balance that propels our **collective success**





DATA AND ANALYTICS DRIVEN BUSINESS SOLUTIONS ENHANCES OUR LIVE OPERATIONS

Business Solutions



Live Operation





STRATEGIC CONTENT LAYERS DRIVE PLAYER RETENTION AND MAXIMIZE LIFETIME VALUE



Multi-layer content strategy

CHEF CHASE
3 MONTHS CRAFTING ALBUM

QUEST SEASON
MONTHLY CHASE

MINI EVENTS
3-5 DAYS LAYER

DAILY LAYER
EVERY DAY NEW DAILY CHASE

CORE BINGO
GAMEPLAY



Note: Images of game play represents examples of 1) Daily Layer, 2) Meta Events, 3) Quest Season, and 4) Chef Chase.

**PLAYTIKA
IS BEST
POSITIONED
FOR M&A**



ACQUISITIONS ARE A CORE PART OF OUR STRATEGY

TRACK RECORD

ACROSS MULTIPLE GENRES

1 ACQUIRING



2 INTEGRATING



3 MONETIZING





SOLITAIRE GRAND HARVEST CASE STUDY



\$77 MILLION

2019
ACQUISITION⁽¹⁾



\$230 MILLION

2021



\$322 MILLION

2023



Note: Graphics represent growth in Solitaire Grand Harvest in-game revenue.
Note⁽¹⁾: Acquired in January of 2019.

JUNE'S JOURNEY CASE STUDY



\$38 MILLION

2018

ACQUISITION⁽¹⁾



\$201 MILLION

2021



\$294 MILLION

2023



Note: Graphics represent growth in June's Journey in-game revenue.
Note⁽¹⁾: Acquired in December of 2018.

ROBUST FINANCIAL PROFILE



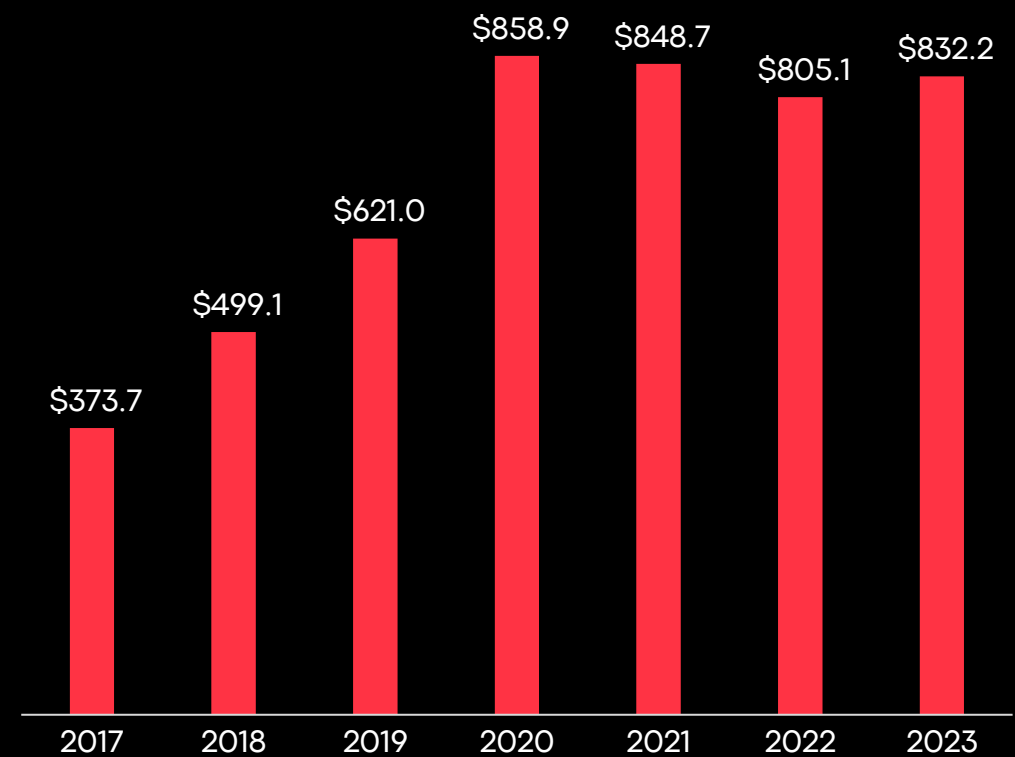


TRACK RECORD OF **BEST-IN-CLASS** RESULTS

M&A strategy and live ops drove revenue growth
(Revenue in USD billions)



Financial discipline and DTC drove margins
(Credit Adj. EBITDA in USD millions)

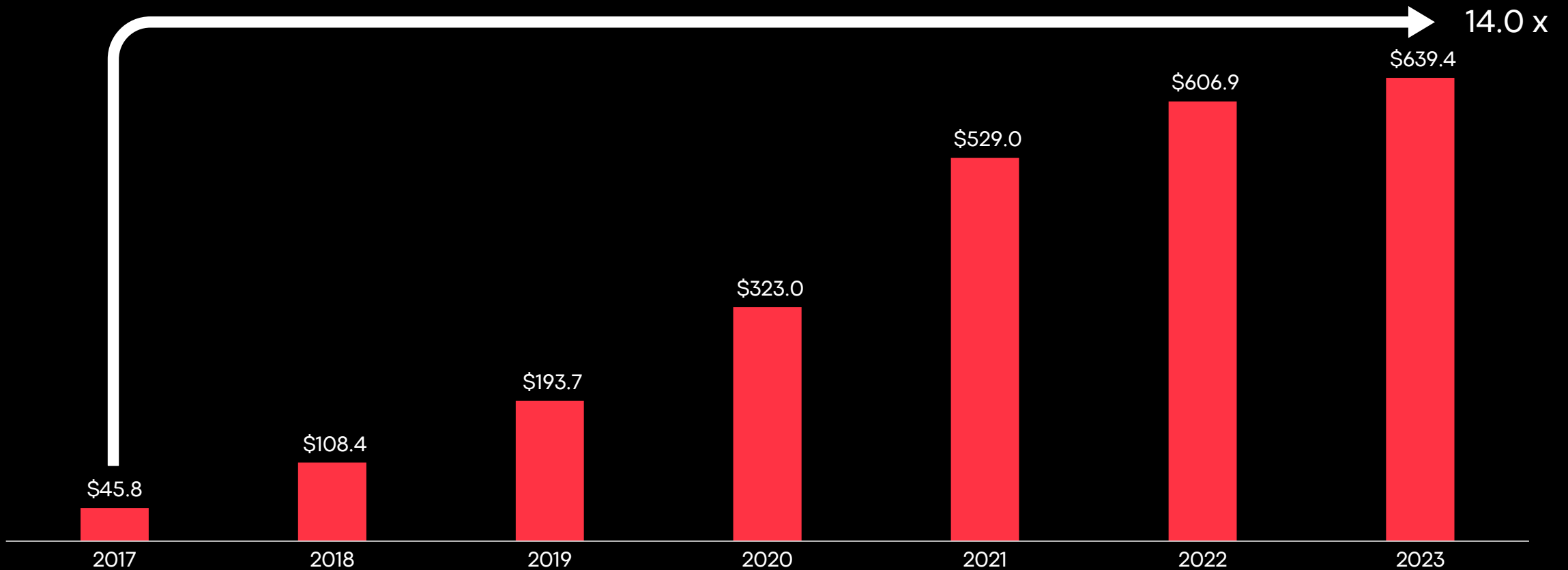


Note: See the glossary for key terms for the definition of Credit Adjusted EBITDA. Credit Adjusted EBITDA is a non-gaap measure, see reconciliation on slide 25. For FY2017 Net Income was \$257.4 million, for FY2018 Net Income was \$338.0 million, for FY2019 Net Income was \$288.9 million, for FY2020 Net Income was \$92.1 million, for FY2021 Net Income was \$308.5 million, for FY2022 Net Income was \$275.3 million, and for FY2023 Net Income was \$235.0 million.



LEADING DIRECT-TO-CONSUMER BUSINESS

Substantial growth in high margin DTC business
(Revenue from DTC Platforms in USD millions)

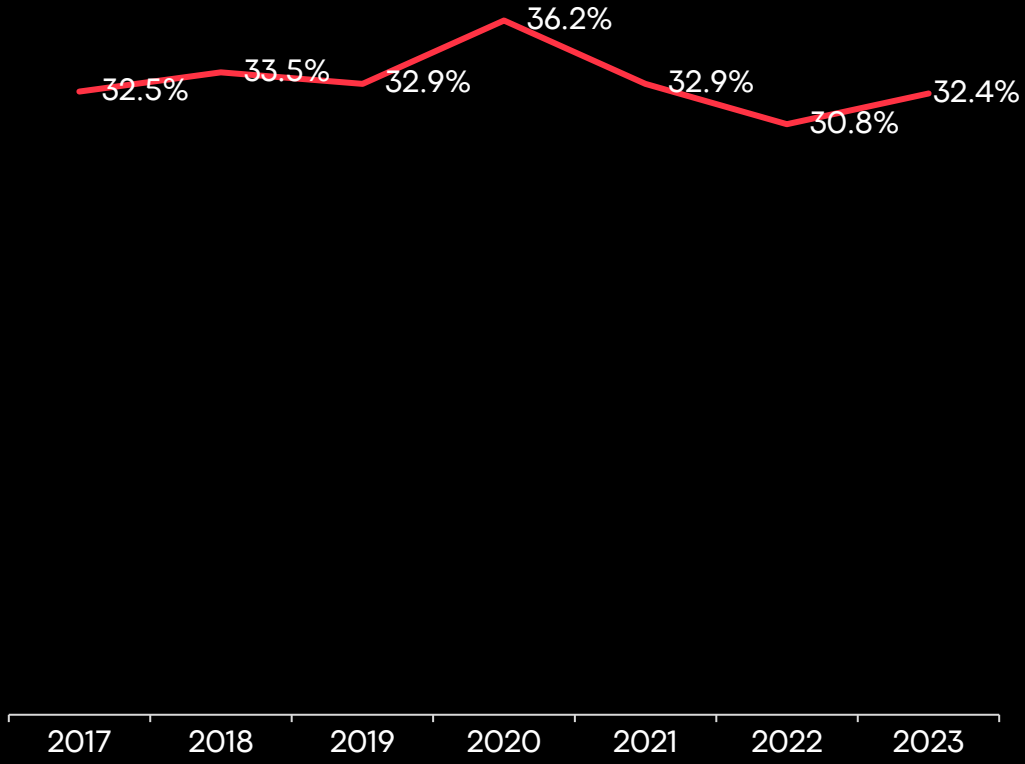


Note: Chart represents revenue from Direct-to-Consumer Platforms.

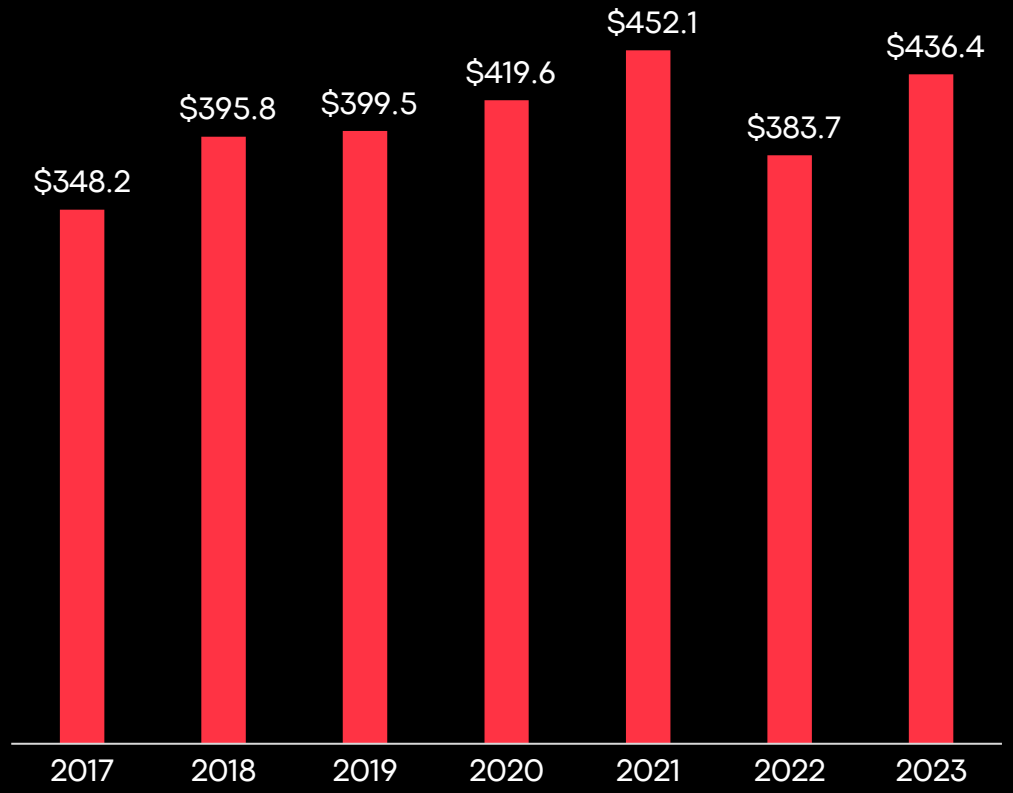


DURABLE MARGINS AND FREE CASH FLOW

Unwavering commitment to durable margins
(Credit Adj. EBITDA Margins)



Consistently high free cash flow generation
(Free Cash Flow in USD millions)

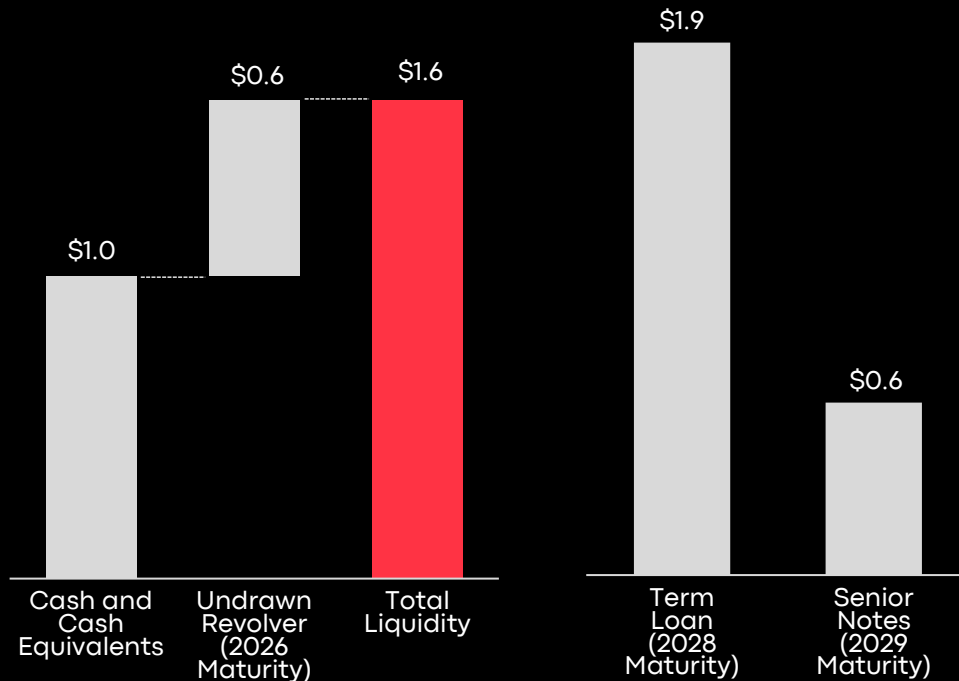


Note: See the glossary for key terms for definitions of Credit Adjusted EBITDA and Free Cash Flow. For FY2017 Net Income margin was 22.4%, for FY2018 Net Income margin was 22.7%, for FY2019 Net Income margin was 15.3%, for FY2020 Net Income margin was 3.9%, for FY2021 Net Income margin was 11.9%, for FY2022 Net Income margin was 10.5%, and for FY2023 Net Income margin was 9.2%.



FLEXIBLE CAPITAL STRUCTURE AND BALANCED CAPITAL ALLOCATION PRINCIPLES

Capital structure and liquidity
(USD in billions)



Capital allocation principles

Capital return to shareholders

M&A strategy

- Targeting approximately 50% of FCF in capital return per year
- Combination of quarterly dividends and share buybacks
- Targeting \$600M to \$1.2B in capital deployed for M&A over the next three years



Note: Balance sheet data as of March 31, 2024.

NON-GAAP FINANCIAL MEASURES

Credit Adjusted EBITDA: Our Credit Agreement defines Adjusted EBITDA (which we call "Credit Adjusted EBITDA") as net income before (i) interest expense, (ii) interest income, (iii) provision for income taxes, (iv) depreciation and amortization expense, (v) impairment of intangible assets, (vi) stock-based compensation, (vii) contingent consideration, (viii) acquisition and related expenses, and (ix) certain other items. We calculate Credit Adjusted EBITDA Margin as Credit Adjusted EBITDA divided by revenues.

We supplementally present Credit Adjusted EBITDA because it is a key operating measure used by our management to assess our financial performance. Credit Adjusted EBITDA adjusts for items that we believe do not reflect the ongoing operating performance of our business, such as certain noncash items, unusual or infrequent items or items that change from period to period without any material relevance to our operating performance. Management believes Credit Adjusted EBITDA is useful to investors and analysts in highlighting trends in our operating performance, while other measures can differ significantly depending on long-term strategic decisions regarding capital structure, the tax jurisdictions in which we operate and capital investments. Management uses Credit Adjusted EBITDA to supplement GAAP measures of performance in the evaluation of the effectiveness of our business strategies, to make budgeting decisions, and to compare our performance against other peer companies using similar measures. We evaluate Credit Adjusted EBITDA in conjunction with our results according to GAAP because we believe it provides investors and analysts a more complete understanding of factors and trends affecting our business than GAAP measures alone. Credit Adjusted EBITDA should not be considered as an alternative to net income (loss) as a measure of financial performance, or any other performance measure derived in accordance with GAAP.



CREDIT ADJUSTED EBITDA RECONCILIATION

	Year ended December 31,						
	2017	2018	2019	2020	2021	2022	2023
<i>Credit Adjusted EBITDA Reconciliation</i>							
Net Income	\$ 257.4	\$ 338.0	\$ 288.9	\$ 92.1	\$ 308.5	\$ 275.3	\$ 235.0
Provision for income taxes	80.4	92.7	147.4	102.3	99.9	85.5	157.1
Interest expense and other, net	(4.7)	1.9	61.1	192.8	153.8	110.6	109.5
Depreciation and Amortization	26.7	37.7	73.0	119.2	145.5	162.0	158.0
EBITDA	\$ 359.8	\$ 470.3	\$ 570.4	\$ 506.4	\$ 707.7	\$ 633.4	\$ 659.6
Impairment of intangible assets	12.2	0.8	-	-	-	-	51.3
Stock-based compensation (1)	-	-	-	276.0	100.4	123.5	110.0
Contingent consideration	-	-	-	-	(6.6)	(14.3)	1.4
Acquisition and related expenses (2)	0.5	28.0	57.1	31.4	43.3	24.7	6.5
Other items (3)	1.2	-	(6.5)	45.1	3.9	37.8	3.4
Credit Adjusted EBITDA	373.7	499.1	621.0	858.9	848.7	805.1	832.2
Credit Adjusted EBITDA Margin	32.5%	33.5%	32.9%	36.2%	32.9%	30.8%	32.4%

(1) Reflects, for all years, stock-based compensation expenses related to the issuance of equity awards to our employees.

(2) Amounts for the years ended December 31, 2023 and 2022 primarily relate to expenses incurred by the Company in connection with the evaluation of strategic alternatives for the Company. The amount for the year ended December 31, 2021 primarily relates to bonus expense paid as a result of the successful initial public offering of the Company's stock in January 2021. Amounts for the years ended December 31, 2020, 2019, and 2018 includes i) contingent payments with respect to our acquisitions of Seriously and Supertreat in 2019, and ii) third-party fees for actual or planned acquisitions, including related legal, consulting and other expenditures.

(3) Amount for the year ended December 31, 2023 consists primarily of \$1.8 million incurred by the Company for severance and \$1.0 million for tax assessment paid under protest. Amount for the year ended December 31, 2022 consists of \$13.2 million incurred by the Company for severance \$4.1 million incurred by the Company for relocation and support provided to employees due to the war in Ukraine and \$16.4 million incurred related to the announced restructuring activities. Amount for the year ended December 31, 2020 primarily reflects a legal settlement of \$37.6 million.



Note: USD in millions.

GLOSSARY OF KEY TERMS

Average Revenue per Daily Active User: or "ARPPDAU" means (i) the total revenue in a given period, (ii) divided by the number of days in that period, (iii) divided by the average Daily Active Users during that period.

Daily Active Users: or "DAUs" means the number of individuals who played one of our games during a particular day on a particular platform. Under this metric, an individual who plays two different games on the same day is counted as two DAUs. Similarly, an individual who plays the same game on two different platforms (e.g., web and mobile) or on two different social networks on the same day would be counted as two Daily Active Users. Average Daily Active Users for a particular period is the average of the DAUs for each day during that period.

Daily Paying Users: or "DPUs" means the number of individuals who purchased, with real world currency, virtual currency or items in any of our games on a particular day. Under this metric, an individual who makes a purchase of virtual currency or items in two different games on the same day is counted as two DPUs. Similarly, an individual who makes a purchase of virtual currency or items in any of our games on two different platforms (e.g., web and mobile) or on two different social networks on the same day could be counted as two Daily Paying Users. Average Daily Paying Users for a particular period is the average of the DPUs for each day during that period.

Daily Payer Conversion: means (i) the total number of Daily Paying Users, (ii) divided by the number of Daily Active Users on a particular day. Average Daily Payer Conversion for a particular period is the average of the Daily Payer Conversion rates for each day during that period.

Casual Themed Games: portfolio of games that include - Bingo Blitz, Solitaire Grand Harvest, June's Journey, Best Fiends, Board Kings, Pirate Kings, Pearl's Peril, Best Fiends Stars, Redecor, Animals & Coins, and Other.

Social Casino Themed Games: portfolio of games that include - Slotomania, House of Fun, Caesars Slots, World Series of Poker, Governor of Poker 3, and Other.

Direct-to-Consumer Platforms: Playtika's own internal proprietary platforms where payment processing fees and other related expenses for in-app purchases are typically 3 to 4%, compared to the 30% platform fee for third party platforms.

Credit Adjusted EBITDA: Our Credit Agreement defines Adjusted EBITDA (which we call "Credit Adjusted EBITDA") as net income before (i) interest expense, (ii) interest income, (iii) provision for income taxes, (iv) depreciation and amortization expense, (v) stock-based compensation, (vi) contingent consideration, (vii) acquisition and related expenses, and (viii) certain other items.

Free Cash Flow: We defined Free Cash Flow as net cash provided by operating activities minus capital expenditures. Our capital expenditures include purchase of property and equipment, capitalization of internal use software costs, and purchase of software for internal use.

