

PROGRESS

IN PLAY

ESG REPORT



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A LETTER FROM OUR CEO

When I co-founded Playtika in 2010, a simple ambition was at the heart of our journey - to provide the world with much-needed entertainment. I did not only want to make games, I envisioned making a difference. Thirteen years later, I'm incredibly proud of our employees ("Playtikans," as we call each other) for bringing this vision to life and making it their own. Together, we have succeeded in creating a company that sustains livelihoods, strengthens communities and delivers joy through the magic of play.

As Playtika has grown, so has our influence and impact. We remain committed to leveraging our success to make purposeful contributions, progressing our legacy by enriching lives and sustaining our planet for future generations to thrive.

Now more than ever before, the world needs people, and the organizations they form, willing to contribute to a brighter, healthier and happier tomorrow. I'm proud to share this report showcasing Playtikans doing our part. Through the work we do and core values guiding our actions, we are protecting precious green spaces, wildlife and natural resources. We're helping people see the value in diversity and providing opportunities to underrepresented groups. We're engaging our players and communities in acts of kindness and compassion.

Many of these meaningful efforts, as well as our positions and policies regarding specific issues, are highlighted within this inaugural ESG report. We're pleased to share some of these stories with you, while acknowledging our responsibility – and our desire – to do more. As we're creating infinite ways to play, we're also seizing endless opportunities to build a better world.



Robert Antokol
Co-Founder, Chairperson and CEO



ROBERT ANTOKOL

Co-Founder, Chairperson and CEO

**PLAY LIKE
YOU LIVE**

ABOUT THIS REPORT

As a leader in the mobile gaming industry, we sit at the crossroads of technology and entertainment. We are mindful that mobile gaming already plays a substantial role in the daily lives of many players, and will continue to define the future of entertainment. Thus, we recognize companies like ours must be accountable for our actions and strive to be a positive influence in the gaming community and beyond.

With this inaugural report, we want to clearly communicate Playtika's stance on the ESG pillars, mark the progress we've made so far and share the stories upon which our diverse portfolio of games is built. We're eager to continue our journey of change and transparency, and we invite all our stakeholders to come along for the ride.



DARE TO CHALLENGE

CUT TO THE CHASE

RUN WITH THE PACK

MAKE IT COUNT



OUR ESG APPROACH:

AN OVERVIEW

ENVIRONMENTAL (E): Environmental consciousness is a cornerstone of our ESG philosophy, and we continuously seek innovative ways to enhance our ecological stewardship. We focus on optimizing energy consumption, particularly within our server infrastructure, to reduce our environmental impact. And we operate with a sustainability mindset in all our office locations, working to minimize waste and promote responsible practices.

SOCIAL (S): We are dedicated to ensuring the safety and fulfillment of our player community. We invest in player well-being initiatives, including responsible gaming features, to provide a secure and enjoyable gaming environment. Simultaneously, we remain equally dedicated to fostering a diverse and inclusive workforce across geographical regions, with representation from underrepresented communities.

GOVERNANCE (G): In addition to our Playtika values, we operate within a robust code of ethics that guides our decision-making processes. This commitment to ethical conduct, overseen by our experienced and diverse Board of Directors, ensures we uphold high standards of corporate governance and transparency in all our operations.





OUR PEOPLE



What began with only six employees has grown to more than 3,000 team members in communities around the world. We are coders, artists, storytellers, data scientists, security specialists, business strategists and so much more. We are masters at operating and scaling games, leveraging the latest technologies to captivate, inspire and delight.

Playtika employees are one focal point of our ESG strategy. We are focused on continuing to build our high-performance team by attracting, empowering and retaining a diverse mix of talent. For our company to grow and succeed, we must celebrate the power of many perspectives to drive innovation and inclusiveness. And we must provide our people with a supportive, respectful environment that abounds with rewarding opportunities for career development.



88%
 "I would recommend Playtika as a great place to work."
 Result from 2022 all-employee survey



FOSTERING DIVERSITY, EQUITY & INCLUSION



Part of the beauty of modern gaming is its ability to bring people together – spanning geographies and ideologies – in a shared experience of joy and laughter, focus and determination. At Playtika, we believe our workforce should be as diverse as the global audience we strive to entertain. We welcome employees regardless of nationality, race, culture, gender or sexual orientation. And we engage our people in an ongoing joint effort to create an inclusive and supportive environment, where employees can confidently bring their whole selves to work every day.

Not only is it the right thing to do from a moral and ethical standpoint; it's also good for business. Research shows DEI initiatives increase employee retention, sense of belonging, innovation scores and profitability. They can also enhance customer loyalty. Simply put, diversity is a key factor in financial success.

We are proud of the progress we've made with DEI policies and programs, and we embrace the challenge and opportunity to get better year after year.

OUR DEI VISION

Playtika reflects, nurtures and embraces the unique ideas, perspectives and experiences of our people and the communities where we play, inspiring connection, empowering potential and fueling innovation.

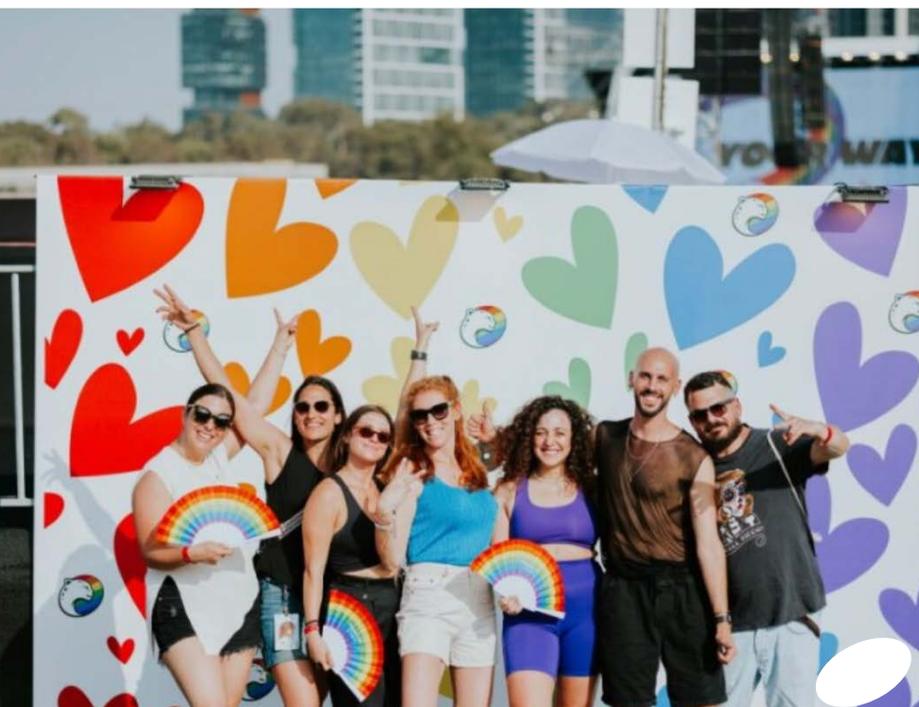
HOW WE GET THERE

Through central programs and work within our studios and supporting teams, we advance an inclusive culture making us more agile, creative and engaging.

PROMOTING CULTURAL APPRECIATION

With offices in eight countries and four continents, we are proud to say Playtika employees already represent a wide range of cultures and ethnicities. We firmly believe our global diversity contributes positively to the depth and richness of our games, while also adding value to our business strategy and operations. At the same time, we recognize the world is still far from a place of universal tolerance and understanding, thus we take measures to enhance our inclusive culture, such as:

- Requiring managers to complete a cultural differences training program.
- Revamping hiring processes to eliminate bias in job descriptions and interviews.
- Hosting cultural appreciation events, such as Vyshyvanka Day in Ukraine, featuring traditional clothing and food samples.
- Organizing networking/collaborative events such as the Cheetah Games, company-sponsored trivia competitions - demanding teamwork across different locations.



ADVANCING WOMEN IN THE WORKPLACE



Per our latest internal data, women represent about a third of employees at Playtika. Our headquarters in Herzliya, Israel, (by far our largest office) is roughly half female. While this is consistent with industry norms, we are working to increase female representation across the board. Studies have shown that girls and women make up roughly half of all digital game players, and our data shows a majority of Playtika's players are female. Thus, we would like our workforce to better reflect the market we serve.

More specifically, Playtika's plans include increasing the number of women in game development roles and in upper management (currently, the job categories with the highest female representation at Playtika are legal, human resources, communications, marketing and finance). We also have a goal to place at least one non-HR female leader in each of our game management studios.

Playtika is actively engaged in a number of activities to help us meet these goals, such as:

- Defining new recruitment processes to attract more female candidates.
- Training managers to conduct unbiased interviews and including more female interviewers in the hiring process.
- Increasing our sponsorships and employee presence at networking events and professional development conferences for women in the gaming industry.
- Sponsoring female-focused events such as Breast Cancer Awareness Month.

INTERNATIONAL WOMEN'S DAY

In 2023, multiple Playtika locations joined together in celebrating International Women's Day, taking the opportunity to educate and inspire employees of every gender and culture. Sites in Israel, Poland and Bucharest hosted panel discussions featuring Playtika's female leaders, as well as guest speakers offering words of wisdom and encouragement.

Our Bingo Blitz team even created an original song, "Stronger Together", and a music video to commemorate the day on social media.





EMBRACING

LGBTQ+ COLLEAGUES

Our goal is to publicly position Playtika among the top companies known for proactively recruiting and supporting LGBTQ+ employees.

Internally, Playtika has a company-sponsored employee resource group (known as "Gaytika"), which serves as a support system for LGBTQ+ employees and a platform by which to educate and inform others. The company is currently working to establish Gaytika's presence at additional offices beyond the Israel headquarters.

Externally, Playtika is raising its visibility through activities such as:

- Being the title sponsor of the largest festivity at Tel Aviv's Pride week, the Offer Nissim concert.
- Serving as the Platinum (top-level) sponsor for Israel's LGBTech Summit.
- Hosting "Gaymer's Nights" at Wooga in Berlin, open to the LGBTQ+ community and allies to play games and connect.
- Hosting happy hours at the Israel headquarters, Romania, Poland and Ukraine sites to celebrate inclusivity and the LGBTQ+ community.



INFINITE WAYS TO LOVE





INSISTING ON EQUITABLE COMPENSATION



Part of Playtika's commitment to DEI is compensating employees fairly for the work they perform, without regard for gender, race or other personal identifying factors. We are proud to be headquartered in Israel, where the Equal Pay Law clearly stipulates that men and women are entitled to equivalent compensation for an equivalent job. We happily comply with local law, and our most recent research also shows that women at Playtika are receiving equal opportunities for advancement.

**IN 2022, WOMEN
WERE PROMOTED AT
AN EQUAL RATE TO
MEN (9% RECEIVED
PROMOTIONS).**

OUR COMMUNITIES



As a high-tech company specializing in digital games, Playtika lives in two worlds at once. In one sense, we are part of a global gaming community where billions of humans are virtually connected through an online universe. Simultaneously, we are physically present in communities around the world, creating an impact where our employees live, work and play. In our eyes, both communities are equally important, deserving nothing but our best efforts to operate responsibly. More than that, we hold ourselves to a higher standard, supporting people in need and investing in growth to enhance the strength and vibrancy of our communities.



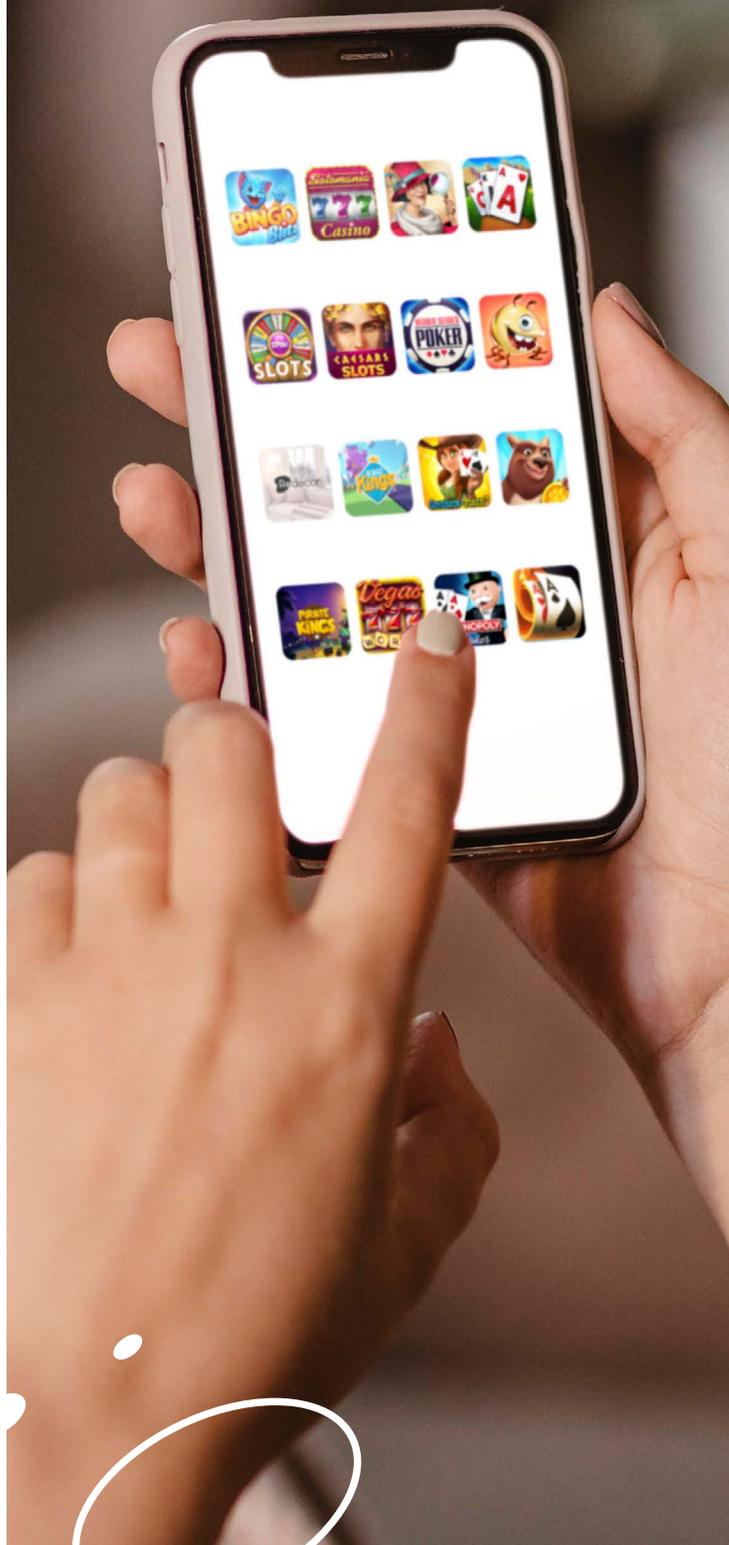
CREATING A SAFER PLACE TO PLAY

Playtika's games provide endless hours of entertainment and a platform on which gamers can build lasting connections with fellow players. Just as in the real world, however, the online universe presents its own set of challenges related to privacy, safety, overuse and other concerns. With our high visibility and large user base in the social gaming community, we consider it our responsibility to address these issues proactively. Our goal is to ensure our players enjoy a positive experience every time they choose a Playtika game.



PLAYER PRIVACY

Protecting the privacy of our players is a top priority for Playtika. Our general philosophy is that players should feel free to enjoy our games without fear of their personal identifying information (PII) being exposed to other users or appropriated by any unauthorized party. While there is currently no standardized definition of what constitutes PII in the gaming industry, we follow a robust framework of security best practices to allow players to remain anonymous. Read more about our approach to data privacy and information security under **CONSUMER TRUST**.



IN-GAME BEHAVIOR

Through automated tools and in-person listening, Playtikans closely monitor player activity in each of our games. These monitoring activities not only help us gather live user feedback to improve the player experience, but they also allow us to detect inappropriate or harmful behavior and intervene as necessary for the safety of all players.

For example, Playtika has implemented CleanSpeak software to automatically monitor the chat features in our games. This tool is programmed to recognize and flag issues such as players using profanity, hate speech or bullying behaviors. It allows Playtika to take swift and decisive action to warn, reprimand or remove offending players as necessary.

RESPONSIBLE GAMING

In Playtika's view, responsible gameplay is when all players:

- Have a fun, exciting and entertaining experience
- Exercise control over their playtime, spending or any purchases made
- Balance playtime fairly with other leisurely activities or duties in their everyday lives

When these criteria are not met, it could be a sign of a potential gaming behavior disorder. Playtika encourages its players to monitor themselves or their children for possible symptoms of a disorder and to seek help from qualified medical professionals if necessary.

Our website offers more information on responsible gaming and includes a self-exclusion option, whereby players with a potential gaming disorder may ask Playtika to restrict their access to the game.

CONTINUOUS IMPROVEMENT

In addition to monitoring players' in-game comments, our team also conducts routine research to help us spot potential problems with our games and make needed corrections. For example, we review customer support tickets, conduct social media monitoring for mentions of our games and pay attention to user reviews on app stores.



INCLUSIVE IN-GAME EXPERIENCES

Wooga, a Playtika studio based in Berlin, is the innovative team behind the popular game *June's Journey*. Along with other Playtika game studios, Wooga works to ensure the characters in its games represent a cross-section of society, helping all players feel seen and welcomed in the gaming environment. They strive to achieve the delicate balance of depicting people with various skin tones, cultural backgrounds and physical abilities, while avoiding harmful stereotypes.

Last year, for example, Wooga conducted a focus group exercise to further refine the characters in *June's Journey*, including one detective in a wheelchair and one of East Asian descent. Respondents answered a series of questions to help the design team hone in on details such as facial features, specific movements and culturally appropriate clothing for the game's 1920's time period.*



*characters featured in *June's Journey*

INVESTING IN OUR COLLECTIVE FUTURE

Another important part of Playtika's ESG vision is to ensure our success in the digital world facilitates positive contributions in the physical world. Whether it's volunteering in our hometowns or supporting causes a continent away, Playtika and its employees participate in a variety of projects that nurture vibrant communities and protect the planet we all share. Additionally, our focus on supporting education helps to inspire and empower the next generation of responsible global citizens.

COOKING UP COMPASSION

In 2022, Playtika's Bingo Blitz game studio partnered with Meals on Wheels, the leading organization in the United States focused on fighting senior hunger and isolation. Through dedicated game content developed with input from Meals on Wheels, Bingo Blitz helped drive awareness and support for the cause, and encouraged players to write letters and send gifts to seniors living in isolation, a problem made worse by the COVID-19 pandemic.

Playtika donated \$200,000 USD to help the organization continue its mission in the real world. According to Meals on Wheels data, the average meal costs around \$7, making Playtika's contribution roughly equivalent to 28,500 meals. To top off the event, the company flew two Bingo Blitz players to Orlando, Florida, to join Playtika employees in cooking and delivering meals directly to seniors.

**PLAYTIKA DONATED
\$200,000 USD TO
HELP CONTINUE THE
MISSION OF MEALS
ON WHEELS IN THE
REAL WORLD.**





INSPIRING FUTURE LEADERS

Higher education plays a critical role in elevating the reputation and performance of the gaming industry, and Playtika is doing its part by teaming up with Israel's Reichman University. Located in Playtika's home city of Herzliya, Reichman is the country's only private university, offering a wide range of degree programs.

Launched in 2022, the Playtika-Reichman partnership offers a year-long course covering the psychological and business aspects of gaming, allowing students to conduct thorough and meaningful research with real-world applications. The university administers the program, and Reichman professors join forces with Playtika team members to develop and teach the curriculum.

In related efforts, Playtika also partners with Google to offer a dedicated course in data analytics at Reichman and has hosted mentoring activities for Reichman students at the Playtika offices.



ACTIONS CREATE IMPACT

Every year, Playtika sponsors a wide range of volunteer and philanthropic efforts to support causes that matter most to our employees. Here are a few examples:

- Enabling education:** Playtika employees in Bucharest, Romania, came together to donate 50 backpacks, fully stocked with school supplies, to underprivileged children. On International Youth Day, a group of children were invited to visit Playtika’s Bucharest office for an inside look at life at Playtika and what it’s like to work at one of the world’s leading games companies.
- Providing basic needs:** The Slotomania team worked with Innovation: Africa to “adopt” the small village of Sandalamu, Malawi. With a \$70,000 USD donation from Playtika, the village was able to improve its water system to provide daily access to clean water for 2,200 people.
- Respecting our elders:** Our Bingo Blitz studio team partnered with Vera’s House, a senior support center, to bring a day of fun and games to elderly residents in need of companionship.
- Caring for kids:** Our team members joined Maccabi Playtika Tel Aviv, a Playtika-sponsored professional basketball team, to pay a special Hanukkah visit to hospitalized children at the Schneider Children’s Medical Center of Israel. They brought along Tika, Playtika’s cheetah mascot, to help spread the love.
- Empowering our communities:** Fifty Playtikans donated blood during the Bucharest site’s first Blood Donation Drive event. A mobile team from the local transfusion center came to collect blood at the Playtika offices in what is planned to be an annual event. Ukraine’s three Playtika sites also organized blood drives of their own.





GAMIFYING GREEN

Playtika participates in multiple initiatives giving players of our games an opportunity to support environmental efforts through in-game challenges. Our game studios partner with eco-focused NGOs to design special, limited time content and contests that educate players about particular environmental issues. The more they play and win, the more Playtika donates to the designated cause, whether it's planting trees or protecting endangered species. It's a global collaboration between Playtika, our players and the organizations working to save the planet. Read more about our specific conservation efforts and outcomes in the **ENVIRONMENTAL SECTION** of this report.



GROWING THE PROFESSION

In the spirit of industry collaboration, Playtika hosts an ongoing series of "Meet-Ups," which are networking and professional development events focused on technologies and practices in the gaming industry. Attendance is open to the public, and each event features expert speakers from Playtika along with special guest presenters. In 2023, our teams in Romania, Belarus and Poland hosted sessions offering deep dives into the Java programming language and the Unity game engine. It's another way Playtika contributes to supporting local talent and the flourishing tech community to which it belongs.

CONSUMER TRUST



In our digital era, data privacy and security has emerged as a key factor affecting the relationships between consumers and companies. At Playtika, we recognize our obligation to safeguard player information through every facet of our operations. Words of assurance are not enough. In addition to implementing data management and information security

best practices, we are constantly at work to strengthen our security processes and deploy the most advanced technologies. Security is an invisible yet ever-present force that underpins our games, fortifies our physical facilities and is woven throughout our company culture. Because we are nothing without the trust of our player community.



#17

On *Globes*' list of
150 Most Trusted
Israeli Companies

DATA PRIVACY



At Playtika, we understand the importance of privacy and data security in today's digital landscape. As a gaming company, we prioritize the protection of our users' personal data. Our privacy notice is designed to ensure transparency and trust by clearly outlining the types of data we collect, how we use it and the measures we have in place to safeguard it. We also empower users with control over their data, allowing them to manage preferences and easily submit privacy requests.

We are committed to compliance with global data protection regulations, ensuring that our practices align with the evolving landscape of privacy laws worldwide.

We believe that user trust is paramount. By prioritizing privacy and data security, this contributes to building trust in our company and creating a safer and more responsible digital environment for our players.

PLAYERS OWN THEIR DATA

When players install and play Playtika games, they are prompted to view our privacy notice and accept our terms of service. We believe players are entitled to know exactly what information we collect about them; therefore, our website offers options for players to request the data Playtika has gathered and/or delete it from our system entirely.

Complete details are available in our Privacy Notice found at www.playtika.com/privacy-notice.



PROUD TO BE TRUSTED

Playtika was named #17 among Israel's 150 Most Trusted Companies in 2023 by Globes, an Israeli business news outlet. Companies were chosen on the basis of customer, investor and employee trust. Globes conducted its research in partnership with Statista, including marketing analyses, social media listening and employee surveys to arrive at the list of companies Israelis trust the most.

ACQUIRED COMPANIES

Since its inception, Playtika has achieved tremendous business growth by way of acquiring other gaming companies. As part of this strategy, we maintain strict requirements to acquired companies.

INFORMATION SECURITY



In conjunction with our policies on player privacy, information security comprises the internal processes and technical capabilities we employ to safeguard user data and other sensitive business information.

SECURITY OPERATIONS CENTER (SOC)

Among its team of information technology professionals, Playtika hires and maintains a full-time group of security specialists focused on hardening our defenses against hacking and other forms of cyber-crime. The SOC manages a robust framework of policies and procedures, along with a suite of state-of-the-art security software that is continually tested and upgraded to address evolving threats.

INCIDENT RESPONSE

The SOC works closely with Playtika's studios to ensure every game stays in compliance with the company's comprehensive security protocols.

- Before new games or updates can be released, the cross-functional team conducts thorough security testing, including "penetration tests" that simulate hacking attempts.
- On an ongoing basis, automated tools monitor in-game chats and scan the web for content that may indicate or lead to a potential data breach, such as leaked code or password sharing.
- At least annually, our IT and SOC teams, business leaders and communications team meet to conduct mock exercises where we rehearse quick and decisive actions required in the event of a data breach. These activities are crucial to minimize any damage of a breach and keep all impacted stakeholders informed.
- We review our security policies and procedures annually through a combination of automated reporting and security audits performed by a third party.

OUR COMPANY-WIDE CULTURE OF SECURITY

Beyond our dedicated security resources, we believe every Playtika employee, regardless of their job description, plays an important role in safeguarding sensitive data.

- All new hires receive information security training as part of their onboarding process.
- All employees are required to update their security training at least annually, which includes learning modules covering our privacy policies and educational material on common security threats such as malware and phishing.
- Our IT team conducts random testing of employees to ensure they take correct actions when presented with a security threat.
- Each of our core functional teams and game studios include at least one Security Champion to serve as a liaison to the security team, advocate for adherence to secure practices and raise issues that need attention.



ENVIRONMENTAL STEWARDSHIP



As an interactive entertainment company delivering digital products, Playtika's relationship with the natural environment may be less obvious compared to other industries. Nevertheless, we believe it's our duty as corporate citizens to minimize any adverse impacts our business might have on the environment, while at the same time making positive contributions to its restoration. Specifically, we are proactively addressing opportunities in energy consumption and waste management, while using our global gaming platforms to educate and engage players in collaborative conservation projects. At our facilities and through our business decisions, we are committed to making the world a better place to play.

**3X
WINNER**

(Wooga, 2021-2023)
Playing for the Planet
Green Game
Jam Awards



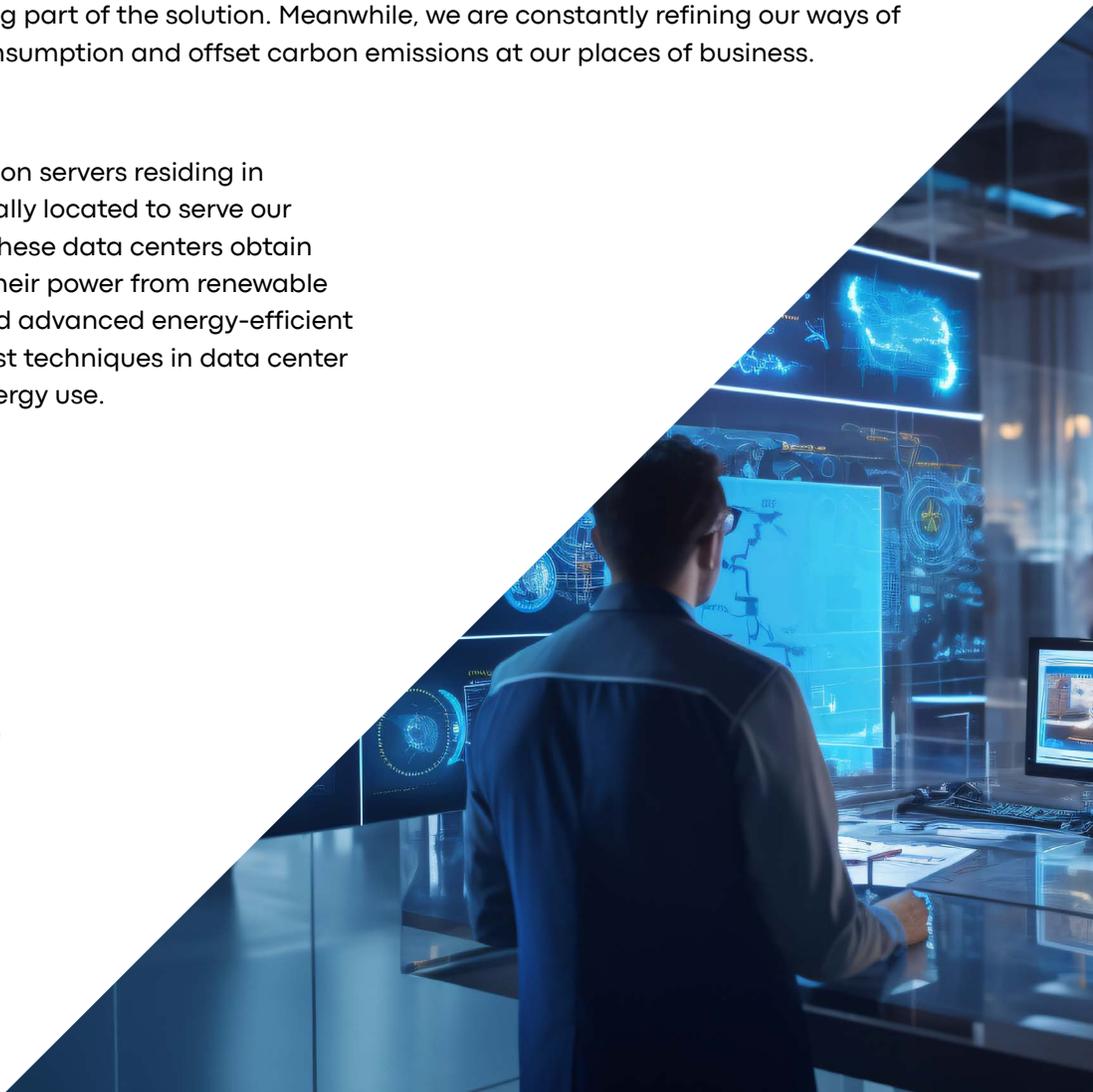
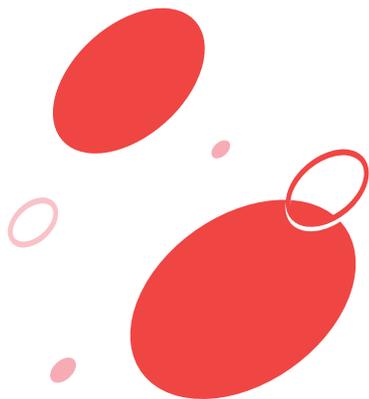
ENERGY CONSUMPTION AND EFFICIENCY



Viewed as a whole, the gaming industry is a significant consumer of energy, due in large part to the data centers required to house and transmit the constant exchange of information. As the industry works collectively toward improved technologies and best practices to operate more efficiently, Playtika is committed to being part of the solution. Meanwhile, we are constantly refining our ways of working to reduce energy consumption and offset carbon emissions at our places of business.

DATA CENTERS

Playtika games currently run on servers residing in three data centers, strategically located to serve our global gaming community. These data centers obtain a significant percentage of their power from renewable energy sources, have adopted advanced energy-efficient hardware and utilize the latest techniques in data center management to optimize energy use.





OFFICE LOCATIONS

Playtika's office locations are leased from commercial property owners. We are working to reduce our energy consumption at every location in several ways:

1. To the extent it is within our control, we are implementing eco-friendly systems and practices in our office spaces, such as smart LED lighting systems that sense motion and turn off when no activity is detected.
2. We are also encouraging property owners to pursue facility upgrades that may apply to the entire property, such as smart HVAC systems that optimize energy use from both traditional and renewable sources.
3. When we change locations or open a new office, we insist that the facilities utilize modern technologies and best practices for energy efficiency. For example, our newest office in Bucharest, Romania is LEED Certified.

**WOOGA HAS SUPPORTED 225K
TREES BEING PLANTED AND DONATED
\$150K+ TO ORGANIZATIONS THAT
FOCUS ON REFORESTATION**

SETTING THE EXAMPLE

Wooga, a Playtika studio based in Berlin, is committed to using renewable energy and other energy-efficient technologies. Wooga also conducts various activities to support biodiversity. For example, Wooga has supported 225,000 trees being planted and donated over \$150,000 to organizations that focus on reforestation.

REMOTE AND HYBRID WORKERS

Since the pandemic subsided, our ongoing hybrid work policy has produced the positive side effect of lower carbon emissions related to commuting. As more employees return to company offices, we are exploring various options to encourage green commuting. For example, our Wooga studio currently offers financial support for employees to purchase home office equipment and provides incentives for those who bike to work or use public transportation.

PLAYING FOR THE PLANET



The annual Green Game Jam, as a part of the Playing for the Planet (P4P) movement, encourages game studios to integrate “green activations” into their games, which challenges players to learn about environmental issues and drive donations to related causes.

One example is Playtika’s House of Fun Impact program, a partnership with Dots Eco, an environmental rewards platform. As House of Fun players pass certain thresholds within the game, Playtika increases its financial commitments to preserve the planet’s natural wonders. Dots Eco directs the funds to environmental protection groups that work closely with local communities to implement sustainability strategies. The House

of Fun Impact initiative has already funded the planting of 200,000 trees across three continents, removed 480,000 tons of plastic waste from the oceans, and secured more than 300,000 acres of Amazonian Rainforest to protect its natural biodiversity.

Similarly, Playtika’s Wooga studio is a perennial participant in P4P’s Green Game Jam, a weeklong event that challenges gaming studios to implement “green activations” in their games. In 2023, the June’s Journey game featured content to educate players about endangered snow leopards in the Himalayas, and Wooga made a \$100,000 donation to the Snow Leopards Trust.



HOUSE OF FUN IMPACT INITIATIVE FUNDED THE PLANTING OF

200K TREES

ACROSS THREE CONTINENTS



HOUSE OF FUN IMPACT INITIATIVE REMOVED

480K TONS

OF PLASTIC WASTE FROM OCEANS



HOUSE OF FUN IMPACT INITIATIVE SECURED

300K+ ACRES

OF AMAZONIAN RAINFOREST TO PROTECT ITS NATURAL BIODIVERSITY



WOOGA MADE A

\$100K

DONATION TO THE SNOW LEOPARDS TRUST

WASTE MANAGEMENT AND RECYCLING

In addition to pursuing energy efficiency, we at Playtika are adopting new behaviors in our everyday activities to prevent waste, save trees and keep plastic and toxic materials from entering the environment. Here are some examples of policies and programs in place at our facilities:



WASTE SORTING: At Playtika cafes and break rooms, we offer divided receptacles for garbage, recycling and composting. Offices also offer containers designated for used batteries and expired medicines, which are shipped to specialist organizations for safe disposal.



REDUCED SINGLE-USE PLASTICS: Cafes and break rooms also use only paper cups and straws. Food items are sold in reusable plastic containers that must be returned. Some Playtika sites have provided employees with refillable water bottles for use with water dispensers in the office, as well as reusable grocery bags for use at the market.



REDUCED PRINTING AND PAPER USE: Playtika encourages employees to print materials only when necessary, and to use double-sided printing to conserve paper. Some sites have eliminated paper towels from bathrooms in favor of air dryers.



RECYCLING EDUCATION: Several Playtika offices have hosted workshops and guest lectures to further engage employees in the practice of recycling.

PLASTIC FREE JULY

In 2023, Playtika's office in Bucharest, Romania, took part in the Plastic Free July Challenge, a global movement encouraging companies and individuals to refuse the use of single-use plastic containers. In conjunction with the event, our employees collected plastic lids and caps, which were sold to raise money for charity.

OUR GOVERNANCE

At Playtika, we measure our achievements not just in terms of business growth and financial rewards, but in our ability to succeed the right way – fairly, honestly and ethically. While we must be nimble and flexible in our strategy and operations, our values and integrity cannot waver. Our strong governance practices were created to keep us on the path we envisioned from the start. This framework of sound policies and procedures, along with a diverse and experienced board of directors, guides our actions every day as we work to create infinite ways to play.



CORPORATE ETHICS AND BEHAVIOR

We aim higher than mere compliance with laws and regulations, striving to act with integrity in all that we do. This culture starts internally, with a commitment to compliance, adherence to our values and an atmosphere of mutual respect between our executives and employees. It extends to our game players, investors, business partners, local communities and other stakeholders as we work to balance their interests with our own.



CODE OF BUSINESS CONDUCT AND ETHICS

All Playtika employees are required to review and agree to our Code of Business Conduct and Ethics (“the Code”) as terms of their employment. The Code sets forth the company’s expectations for how we interact with each other, serve our customers and conduct business with other entities. It applies to every employee in every location, including our executives and Board of Directors. Among the Code’s most important stipulations are:

1. Compliance with all applicable laws, rules and regulations
2. Honest and ethical conduct in our business dealings
3. Full, fair, accurate and timely disclosures of required information
4. Avoiding conflicts of interest
5. Protecting confidential and sensitive information
6. Accountability for adherence to the code

The complete Code of Conduct document may be found at

<https://investors.playtika.com/corporate-governance/documents-and-charters>.

TRAINING AND ENFORCEMENT

The Code is covered as part of Playtika’s employee onboarding process, and serves as a reference point for continuing education and training activities conducted throughout the year.

Language within the Code itself calls for consistent enforcement of the Code, including clear and objective standards for compliance. Employees are encouraged to report any perceived violations or raise any other concerns to management or Human Resources. Under the Code, reports may be made anonymously and the company must ensure protection of the reporting party against retaliatory acts. The Audit Committee or other appropriate party will investigate all reports to determine legitimacy of the claims, and take necessary disciplinary action.

BOARD STRUCTURE AND COMPOSITION

Playtika's Board of Directors is responsible for overseeing the management team's execution of our strategic plan and ensuring we operate in compliance with the law, our values and our Code of Conduct.

The Board currently has three standing committees: the Audit Committee, the Compensation Committee and the Nominating and Corporate Governance Committee. The Board also offers high-level guidance on our ESG-related activities as we continue to evaluate and improve upon our performance in these areas.

The Board meets at least four times per year, and may call additional meetings as necessary to address special projects or circumstances.

BOARD DIVERSITY AND EXPERTISE

Our current Board of Directors (2023) consists of six members, including four independent directors, offering a wide range of leadership experience in the gaming industry and beyond. Collectively, they supply Playtika with deep knowledge and expertise in matters of law, finance, public markets, technology and more.

The Board's diverse backgrounds and perspectives also add value to our governance process. Robert Antokol, our CEO and Chairperson, co-founded the company in Israel. Our other five directors include another Israeli, an American and three of East Asian descent. Four of our directors are male and two are female.



BOARD EVALUATION PROCESS AND OUTCOMES

New board members are recommended by the Nominating and Corporate Governance Committee in accordance with specified criteria in our governance guidelines. The Board evaluates each individual in the context of the Board as a whole, with the objective of assembling a group that can best perpetuate the success of the business and represent stockholder interests through the exercise of sound judgment using its diversity of experience.

The Nominating and Corporate Governance Committee will also oversee a periodic assessment of the Board and its committees.

ANTI-CORRUPTION AND ANTI-BRIBERY EFFORTS

Part of our governance process and a responsibility of our Board of Directors is to ensure our business activities are free from corruption. This includes the prevention of illegal activities such as money laundering, or the coercion of customers, business partners or public officials through bribes. Our Code of Conduct contains language specifying that "The purpose of business gifts and entertainment in a commercial setting is to create goodwill and sound working relationships, not to gain unfair advantage with customers." The Code also states that "Company contributions to any political candidate or party or to any other organization that might use the contributions for a political candidate or party are prohibited."

Furthermore, the Code's section on Antitrust Laws and Competition stipulates that:

"Covered Parties must not directly or indirectly enter into any formal or informal agreement with competitors that fixes or controls prices, divides or allocates markets, limits the production or sale of products, boycotts certain suppliers or customers, eliminates competition or otherwise unreasonably restrains trade."



EXECUTIVE COMPENSATION AND INCENTIVES

The Board of Directors' Compensation Committee exists to ensure fair and equitable pay practices throughout the company, including opportunities afforded to the management team. Our executives are compensated in compliance with Nasdaq listing rules, and based on industry research of competitive compensation packages, which may include salary, bonus and equity incentives. Playtika fully complies with mandatory compensation disclosures via our **PROXY STATEMENT**.

We strongly believe that executive compensation should be structured to help us attract and retain high-quality leaders. At the same time, compensation must reflect the success of the business and align with its sustainable performance.

Complete text of our Compensation Committee Charter may be found **HERE**.



Playtika®

MOVING FORWARD



As we look to the future, Playtika remains committed to pushing the boundaries of what's possible. In an era where innovation is the currency of success, Playtika is constantly exploring ways to enrich the player experience.

With a tenacious spirit, sharp focus and nimble agility - all symbolized by our cheetah logo - we are committed to growing the business responsibly and sustainably, doing what's best for business, and what is right for our communities and the planet. As we continue on our ESG journey, we will strive to achieve a deeper understanding of our successes and areas for advancement.

To our employees, players and partners, we express our deepest gratitude for your ongoing support. Together, we can be a powerful force for good in the digital and physical worlds, protecting and enhancing the benefits of play for generations to come.

