



INVESTOR PRESENTATION

MARCH 2025



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 or in the SuperPlay portfolio, is highly dependent on how we manage the game revenues and pricing models;
- our inability to integrate SuperPlay into our operations successfully or realize the anticipated benefits of this acquisition;
- our inability to refinance our revolving credit facility which is set to expire in March 2026 or otherwise obtain additional financing, in each case, on favorable terms or at all;
- the ability of the SuperPlay portfolio 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;
- our ability to develop and/or launch new products and content or otherwise execute against our product roadmap strategy;
- we have significant indebtedness and are subject to the obligations and restrictive covenants under our debt instruments;
- our controlled company status;
- legal or regulatory restrictions or proceedings could adversely impact our business, including the SuperPlay portfolio, and limit the growth of our operations;
- risks related to our international operations and ownership, including our significant operations in Israel and Ukraine 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, including our ability to retain the key personnel of SuperPlay;
- 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.

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.



AGENDA

01 BUSINESS OVERVIEW

02 SUPERPLAY ACQUISITION

03 FINANCIAL PROFILE



BUSINESS OVERVIEW



PLAYTIKA AT A GLANCE

\$2,549M

FY24 Revenue

12%

FY17 – FY24
Revenue CAGR

26.8%

Q4 FY24 DTC
Revenue Mix

\$758M

FY24 Credit
Adjusted EBITDA

339K

Q4 FY24 Average
Daily Paying Users

8.0M

Q4 FY24 Average
Daily Active Users

29.7%

FY24 Credit Adjusted
EBITDA Margin

4.2%

Q4 FY24 Average
Daily Payer Conversion

29.1M

Q4 FY24 Average
Monthly Active Users



Note: FY 2024 metrics only include SuperPlay contribution since November 2024, when the acquisition closed and not full year contributions from SuperPlay. See the glossary for key terms for the definition of Credit Adjusted EBITDA, DTC, Average Daily Paying Users (DPU), Average Daily Active Users (DAU), Average Daily Payer Conversion and Average Monthly Active Users (MAU). Credit Adjusted EBITDA is a non-gaap measure, see reconciliation on slide 29.

KEY INVESTMENT HIGHLIGHTS

MARKET LEADER IN FREE TO PLAY MOBILE GAMING

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

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

TRACK RECORD OF VALUE CREATING M&A

- Acquisitions are key to our strategy
- We have acquired 12 games and studios in our history⁽³⁾

HIGHLY CASH GENERATIVE BUSINESS MODEL

- We generate substantial, consistent free cash flow with durable margins due to lifetime value of player cohorts
- We intend to return approximately 50% of our free cash flow to shareholders



1. Source – Sensor Tower and Eilers & Krejcik Gaming, LLC. Data represents top 100 grossing US games during CY2024 except for Domino Dreams which has been a top 100 gross US game since May 2024, and #1 grossing US game in Board and Dominos category since August 2024.

2. Largest in terms of revenue for CY2024 among pure-play mobile gaming companies listed on a public exchange.

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), InnPlay (2023) and SuperPlay (2024).

MOBILE GAMING IS A LARGE, GLOBAL, GROWING MARKET

2.85B total global players on mobile platforms in 2024 ⁽¹⁾

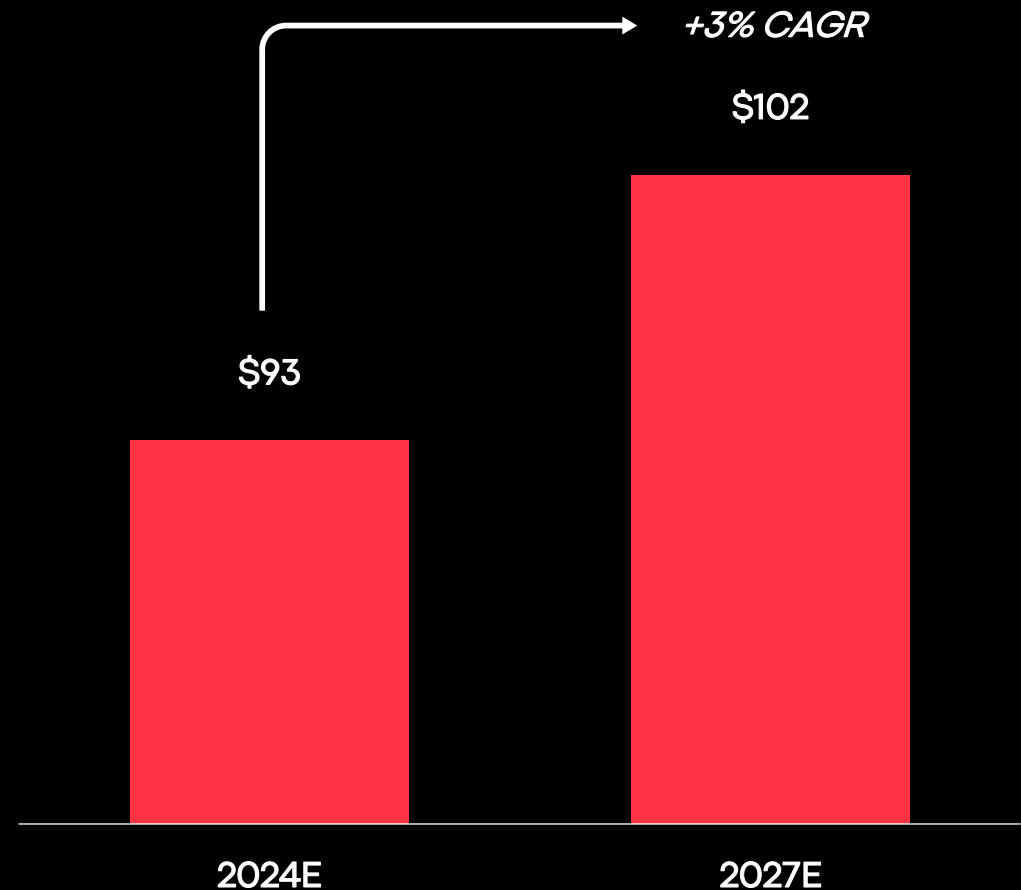
49.3B unique game installations on mobile devices globally in 2024 ⁽²⁾

Mobile gaming represents the largest gaming segment

Mobile gaming growth driven by durable franchises

Global Mobile Games Market ⁽¹⁾

(USD billions)



1. Source: NewZoo "2024 Global Games Market Report", August 2024.
2. Source: SensorTower. Represents CY 2024 data.

LARGEST PORTFOLIO OF LEADING MOBILE GAMES

14 actively managed and promoted studios⁽¹⁾

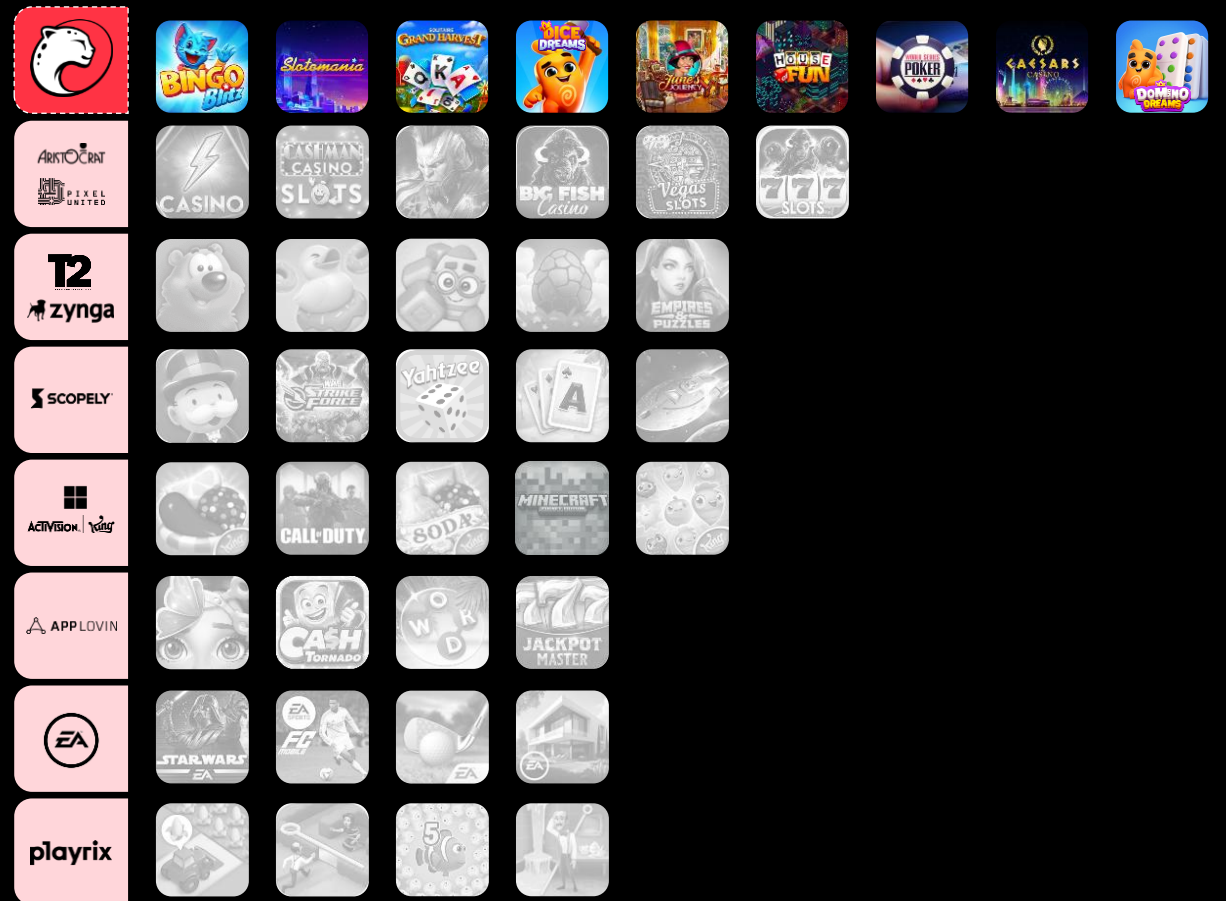
12 game and studio acquisitions since 2011

9 top 100 U.S. grossing mobile games⁽²⁾

8 games generating over \$100 Million in annual revenue⁽³⁾

6 games with number one market share⁽⁴⁾

2024 – U.S. Top 100 Grossing Mobile Games⁽²⁾



1. Actively managed and promoted studios defined as our studios that spend performance marketing dollars to acquire new players.
 2. Source – Sensor Tower and Eilers & Krejcik Gaming, LLC. Data represents US top 100 grossing games during CY2024 except for Domino Dreams which has been a US top 100 grossing game since May 2024.
 3. Represents Playtika's games portfolio pro forma for full year contributions from SuperPlay.
 4. Source – Sensor Tower and Eilers & Krejcik Gaming, LLC. Data represents US top grossing games in Bingo, Hidden Objects, Poker, Slots and Solitaire during CY2024 and US top grossing game in Board and Dominos since August 2024.

LEADING GLOBAL GAME FRANCHISES



#1
POSITION IN
EACH GENRE



Note: Source – Sensor Tower and Eilers & Krejcik Gaming, LLC. Data represents US top grossing games in Bingo, Hidden Objects, Poker, Slots and Solitaire during CY2024 and US top grossing game in Board and Dominos since August 2024.

LOYAL LEGION OF PLAYERS AND **PAYERS**

29.1 million Average MAUs



8.0 million Average DAUs



11.8 million Slotomania followers

5.3 million Bingo Blitz followers



3.2 million WSOP followers

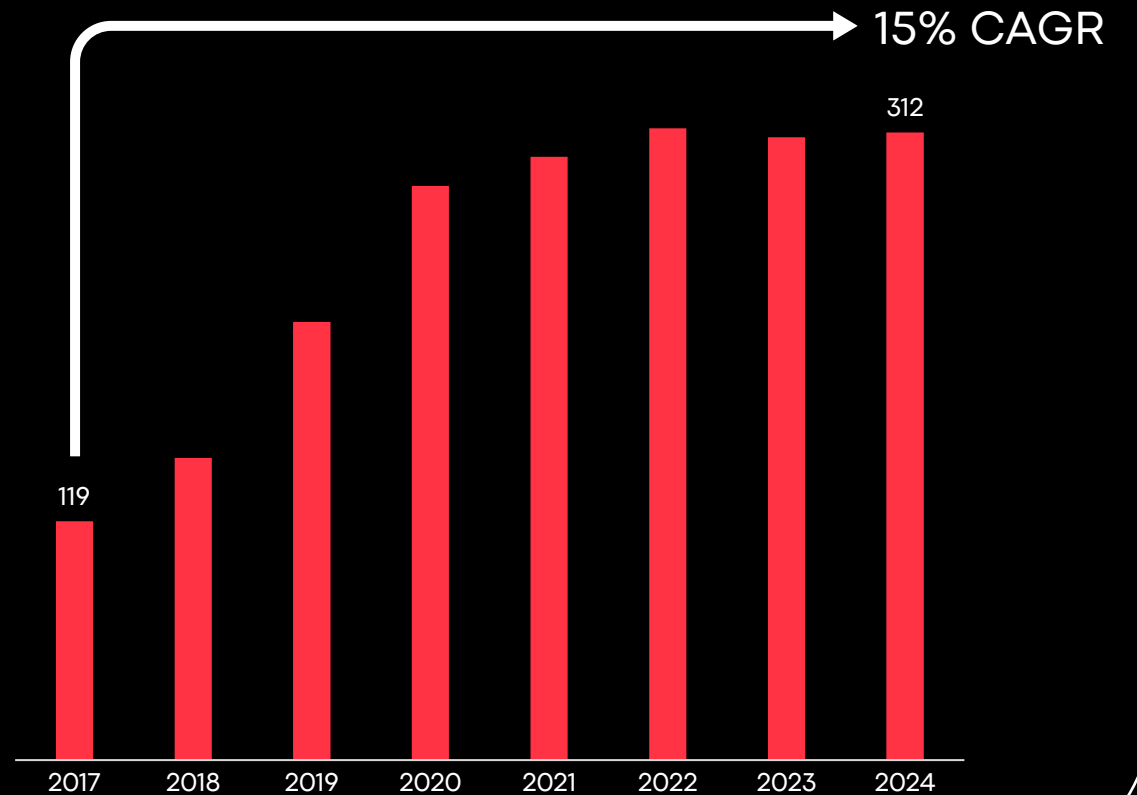


2.7 million Solitaire Grand Harvest followers

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 February 2025.

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 Q4 2024.

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



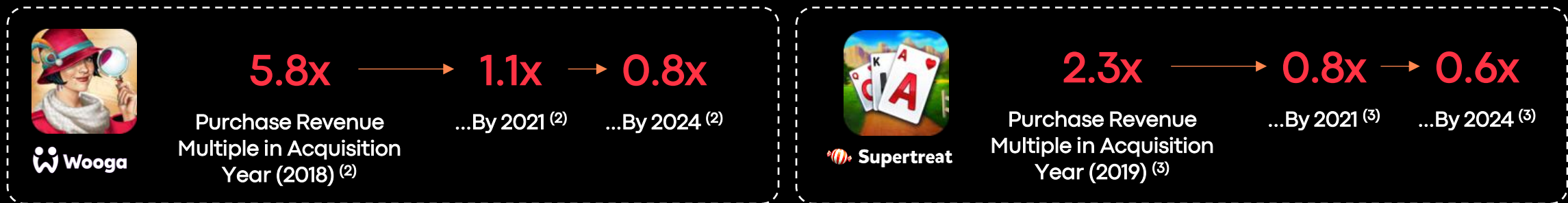
Note: Images of game play represents examples of 1) Daily Layer, 2) Meta Events, 3) Quest Season, and 4) Chef Chase.

SUCCESSFUL TRACK RECORD OF ACCRETIVE M&A

11 OUT OF OUR TOP 13 TITLES REPRESENT ACQUIRED TITLES ⁽¹⁾



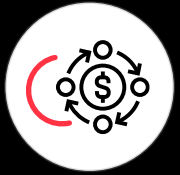
PLAYTIKA HAS ACHIEVED ATTRACTIVE POST-ACQUISITION PURCHASE MULTIPLES IN PAST DEALS



1. Represents Playtika's top 13 titles ranked by FY 2024 Revenue including full year contributions from SuperPlay.
 2. June's Journey (Wooga) was acquired in 2018 for \$220M and generated \$38M in its acquisition year (2018), \$201M in 2021 and \$293M in 2024.
 3. Solitaire Grand Harvest (Supertreat) was acquired in 2019 for \$174M (upfront plus earnouts) and generated \$77M in its acquisition year (2019), \$230M in 2021 and \$303M in 2024.

MULTIPLE LEVERS FOR **LONG-TERM GROWTH**

ENHANCE ENGAGEMENT & MONETIZATION

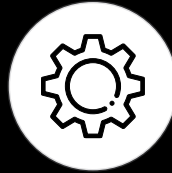


Increase player to payer conversion



Increase monetization of paying users

DEPLOY NEW CONTENT



Enhance Live Ops: Release new features, content and offers



Launch games in new and adjacent genres

ACQUIRE STRATEGIC ASSETS



Acquisitions to expand portfolio



SUPERPLAY

ACQUISITION



SUPERPLAY'S UNIQUE GROWTH STORY

"TWO FOR TWO"

BOTH GAMES IN PORTFOLIO ARE SUCCESSFUL EXAMPLES OF NEW LAUNCHES THAT **BROKE INTO THE US TOP 100 GAMES LIST** ⁽¹⁾



Achieved \$100MM run-rate revenues in **35 months** ⁽²⁾

Currently **#3 globally** in the *Coin Looters* Category ⁽³⁾



Achieved \$100MM run-rate revenues in **20 months** ⁽²⁾

Currently **#1 globally** in the *Board & Dominos* Category ⁽³⁾

\$367M Consolidated FY24 Revenue	+116% Consolidated FY24 Revenue Growth
1.7M Consolidated Avg. DAUs ⁽⁴⁾	+59% Consolidated Avg. DAUs YoY Growth ⁽⁴⁾

GLOBAL LAUNCH OF DISNEY SOLITAIRE IN Q2'25



Includes **100+** characters and storylines from Disney

+ ONE MORE GAME IN THE DEVELOPMENT PIPELINE

1. Source: Sensor Tower. Represents US top 100 grossing games for the month of January 2025 where Dice Dreams and Domino Dreams are ranked #25 and #73, respectively.
 2. Dice Dreams launched in March 2020 and achieved \$100MM+ annualized run-rate revenues (monthly revenue multiplied by 12 months) in January 2023. Domino Dreams launched in January 2023 and achieved it in August 2024.

3. In the month of January 2025, Dice Dreams was ranked #3 worldwide in the *Coin Looters* category and Domino Dreams ranked #1 worldwide in the *Board and Dominos* category based on Sensor Tower data. *Coin Looters* and *Board and Dominos* represent sub-genres that Sensor Tower categorizes the two titles in, respectively. Ranking is based on net revenues (generated worldwide) for the month of January 2025 across both iOS and Android App Stores and on all devices.
 4. Based on consolidated average DAUs as of Q4 2024.



SUPERPLAY AT A GLANCE

Founded in 2019 by two Ex-Playtikans with HQ in Israel

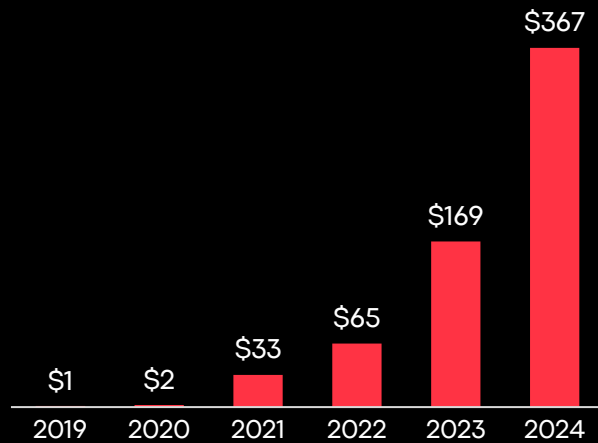
Proven ability to identify attractive verticals of game-play and launch new, successful games

Two growing, successful titles with two more in the pipeline

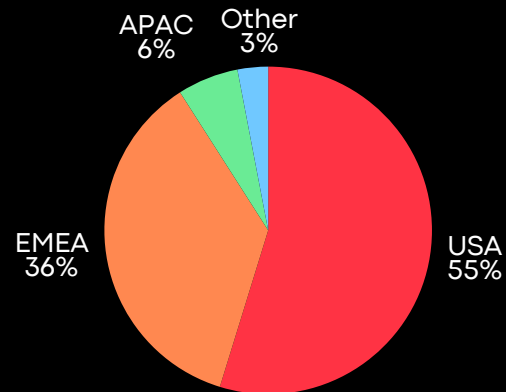
~300 employees ⁽¹⁾

RAPID TOPLINE GROWTH

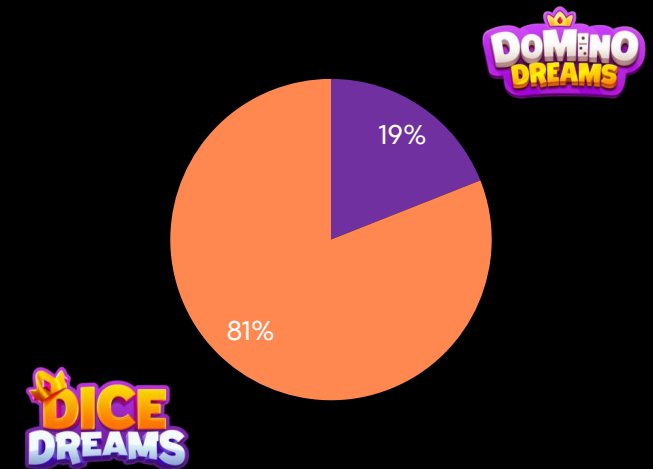
(Revenue in USD millions)



REVENUE BY GEO. (FY24)



REVENUE BY GAME (FY24)



1. As of December 2024.

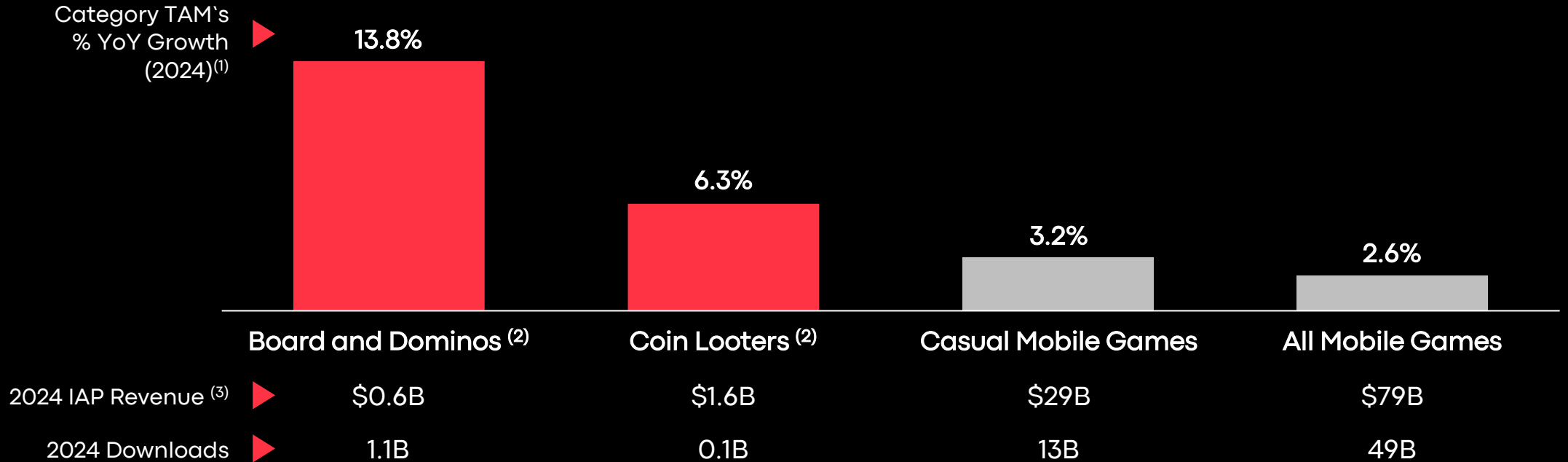
THE ACQUISITION OF SUPERPLAY EXPANDS OUR PRESENCE IN HIGH-GROWTH CATEGORIES



Establishes immediate scale for Playtika in one of the fastest-growing categories



Substantially grows our footprint in one of the highest grossing categories



Note: All metrics are as of CY2024, sourced from Sensor Tower, and excludes the impact of Monopoly Go!.

1. Category TAM is defined by % YoY Change in CY2024 Revenue based on Sensor Tower.

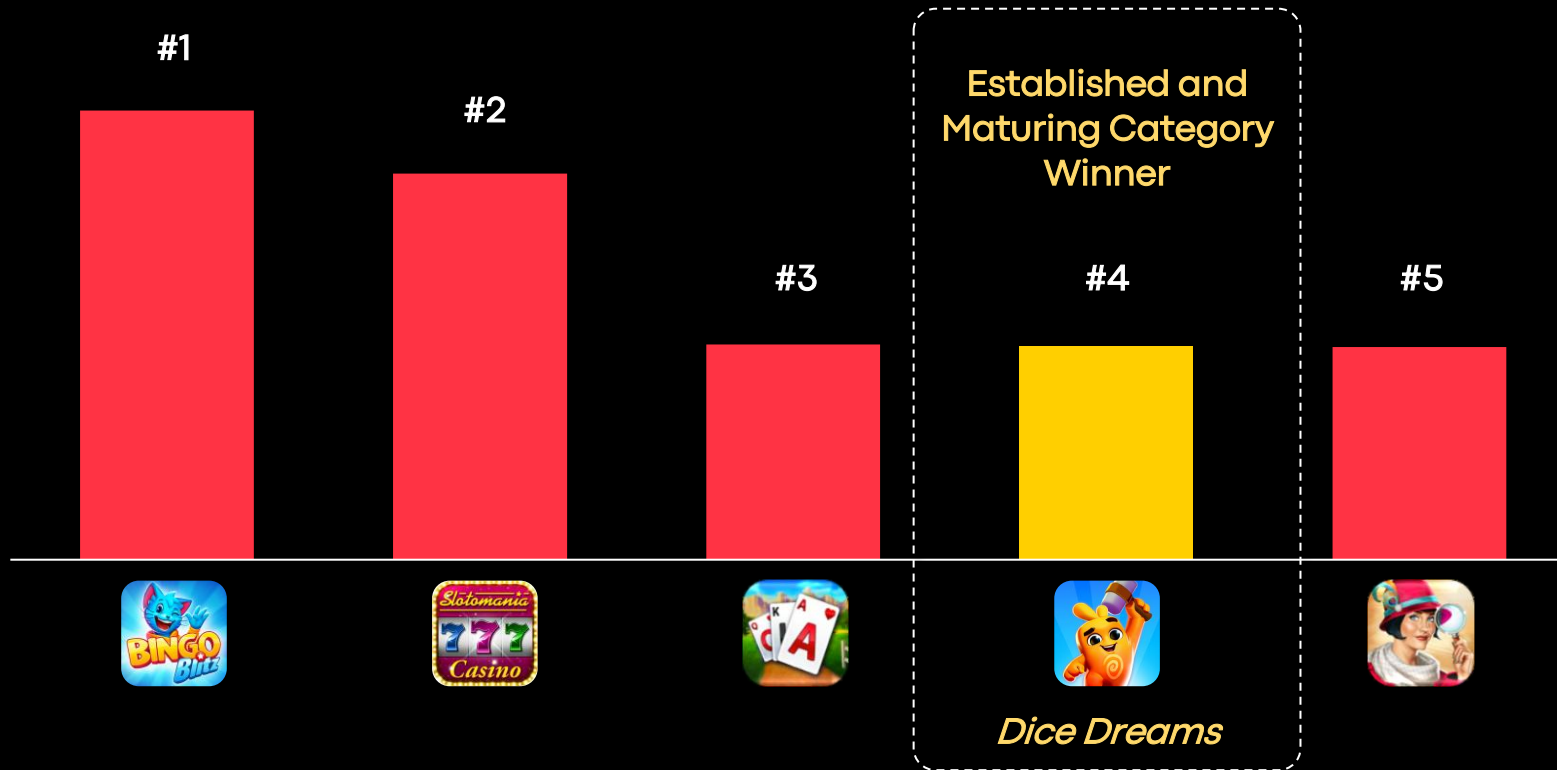
2. The Board & Dominos and Coin Looters categories are the sub-genres that Domino Dreams and Dice Dreams are categorized in (by Sensor Tower).

3. Reflects Revenue figures based on SensorTower's Net Revenue figures, which have been converted by dividing by 70% (assumes a 30% platform fee).

DICE DREAMS AND DOMINO DREAMS MOVES THE NEEDLE

DICE DREAMS IS OUR FOURTH LARGEST GAME BY REVENUE

Top Playtika Titles Ranked by FY 2024 Revenues (Pro Forma for SuperPlay Acquisition)



Domino Dreams is Scaling Rapidly and Is Already One of our Top 10 Titles by Revenue ⁽¹⁾



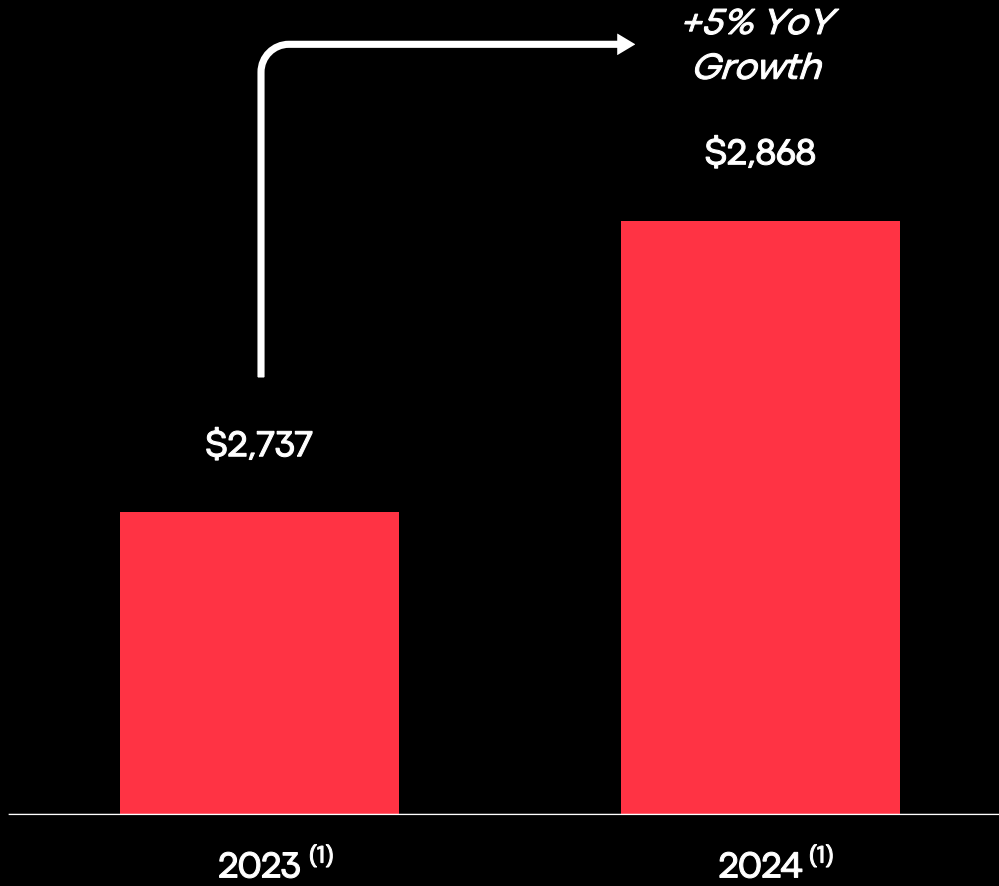
Domino Dreams



1. Assumed Top 10 based on run rate Q4 2024 Domino Dreams Revenue.

PRO FORMA FINANCIAL PROFILE

(Revenue in USD millions)



- The addition of SuperPlay in our financials results in Pro Forma Revenue growth of 5% YoY
 - Returns to growth our consolidated pro forma revenues in the near-to-medium term
- SuperPlay is expected to be at near-breakeven adjusted EBITDA⁽²⁾ on a standalone basis in 2025 with increasing profitability thereafter
- **Earnout** is subject to revenue growth targets and improving adjusted EBITDA profitability thresholds



1. Both 2023 and 2024 include full year contributions from SuperPlay.

2. Adjusted EBITDA as defined 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 expense, and (viii) certain other items.

FINANCIAL

PROFILE



KEY FINANCIAL HIGHLIGHTS

Scaled revenue base derived from a comprehensive portfolio of games and a loyal user base

Continued expansion of TAM and revenue diversification through expanding casual games portfolio

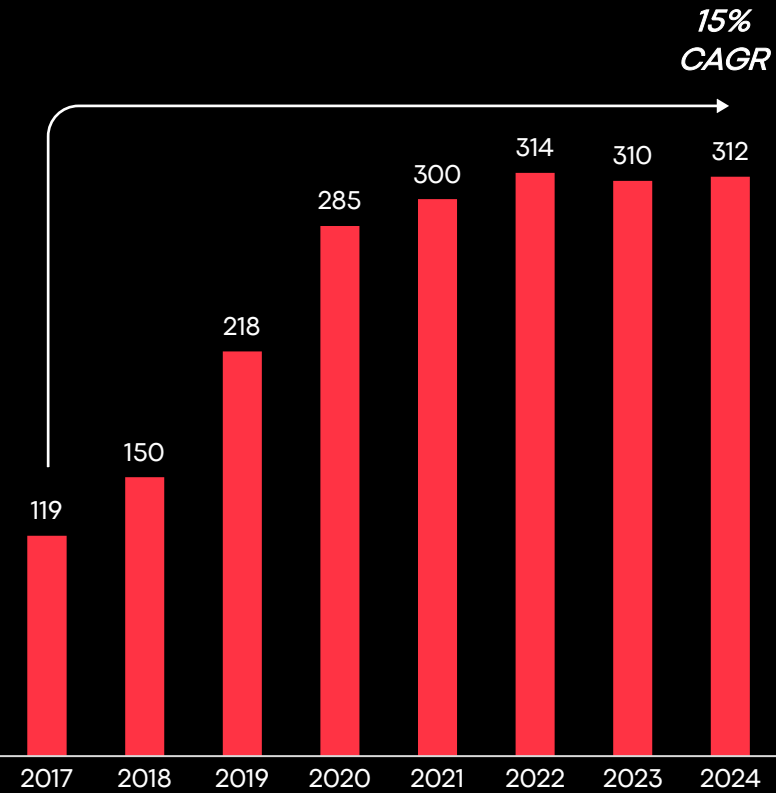
Attractive combination of growth, profitability & cash flow generation driven by live ops, M&A & cost discipline

Best-in-class high margin Direct-to-Consumer business

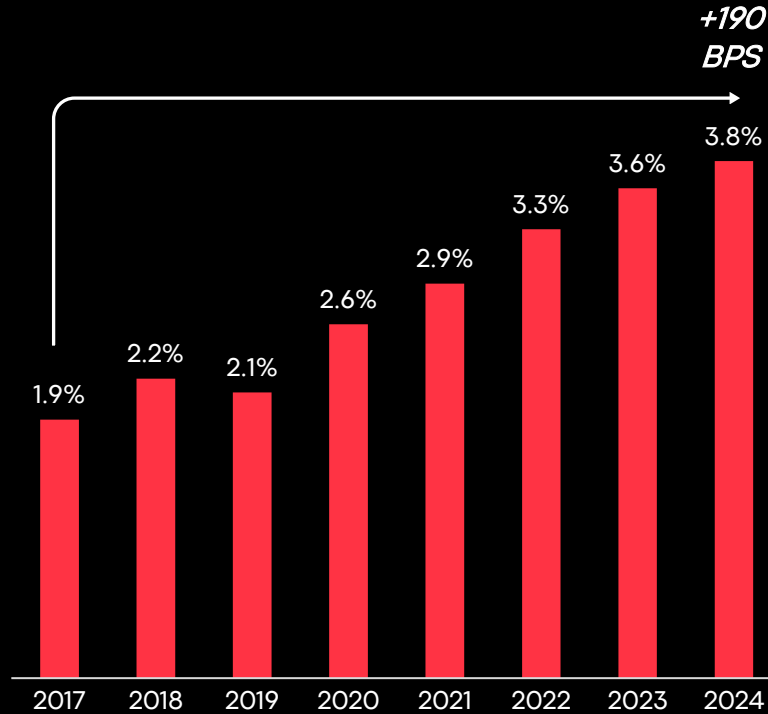


KEY METRICS

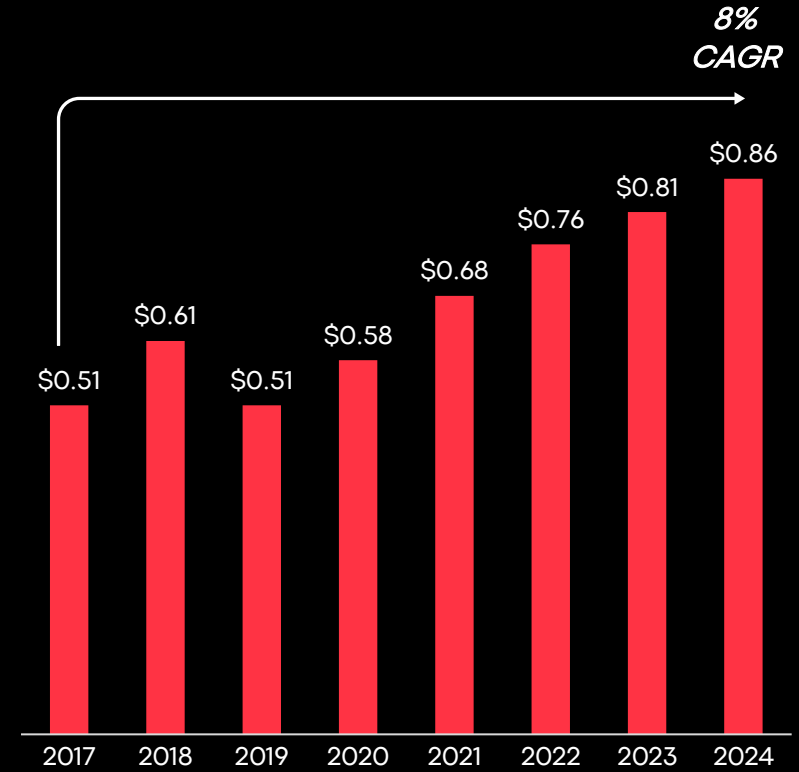
Average Daily Paying Users (Thousands)



Average Daily Payer Conversion



Average Revenue per Daily Active User

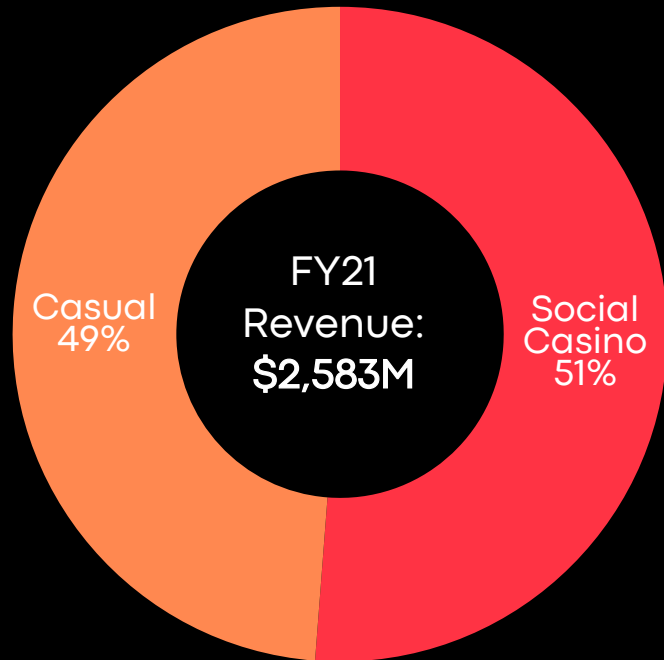


Note: 2024 KPIs include SuperPlay KPIs in Q4 2024.

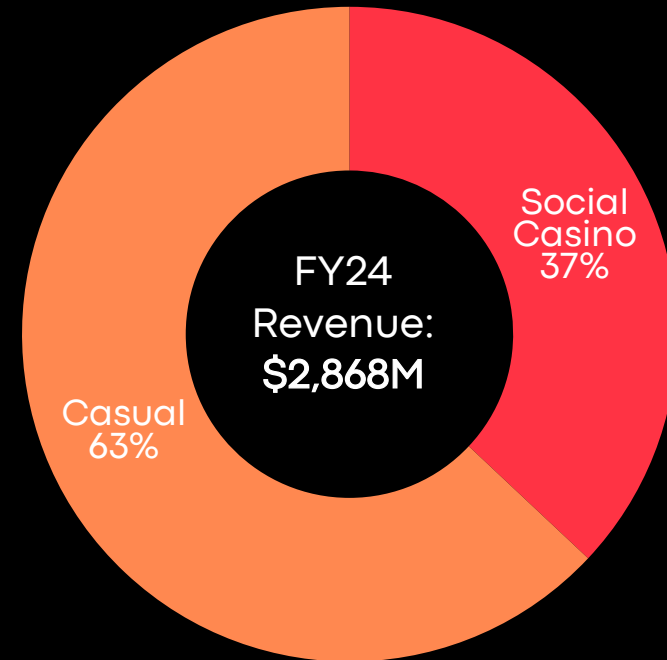
Note: See the glossary for key terms for definitions of Average Daily Paying Users (DPU), Average Daily Payer Conversion, and Average Revenue per Daily Active User (ARPDau).

GROWING FOOTPRINT IN CASUAL GAMES

FY 2021



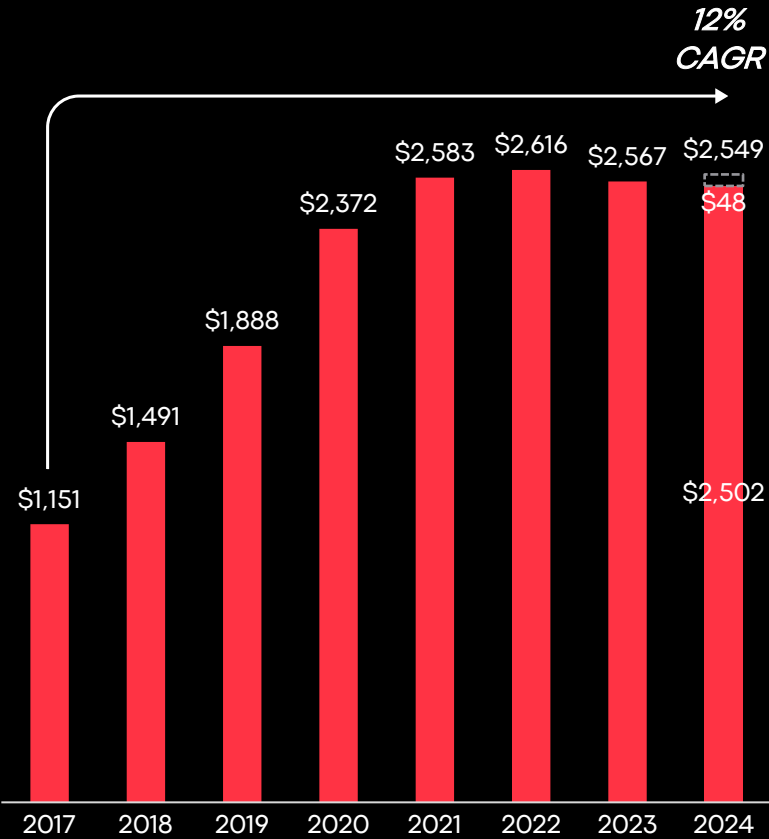
FY 2024⁽¹⁾



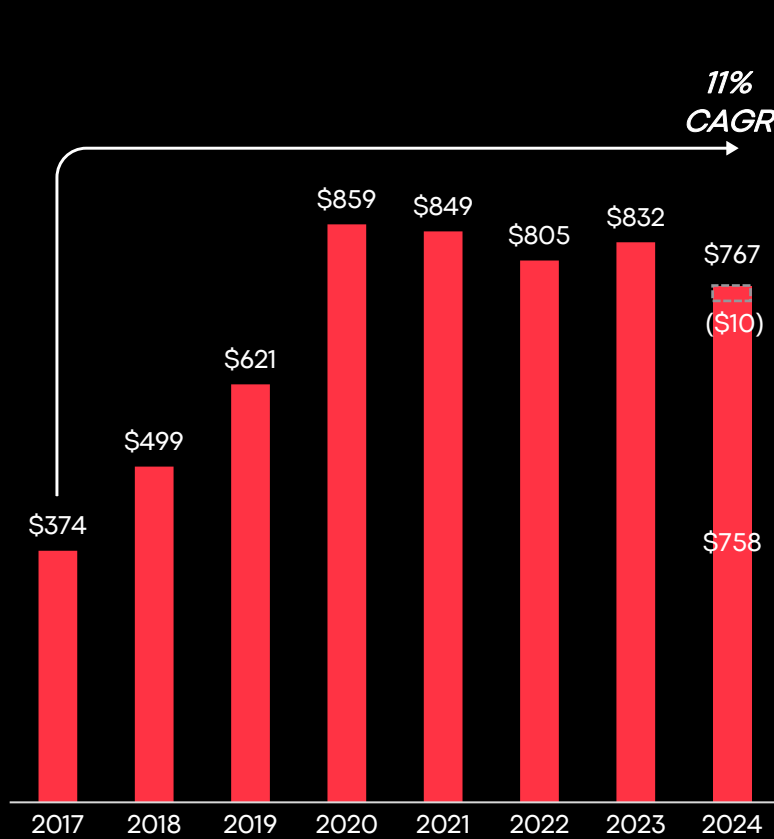
1. FY 2024 revenue and % split of casual and social casino revenue represents Playtika revenue pro forma for full year contributions from SuperPlay.

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

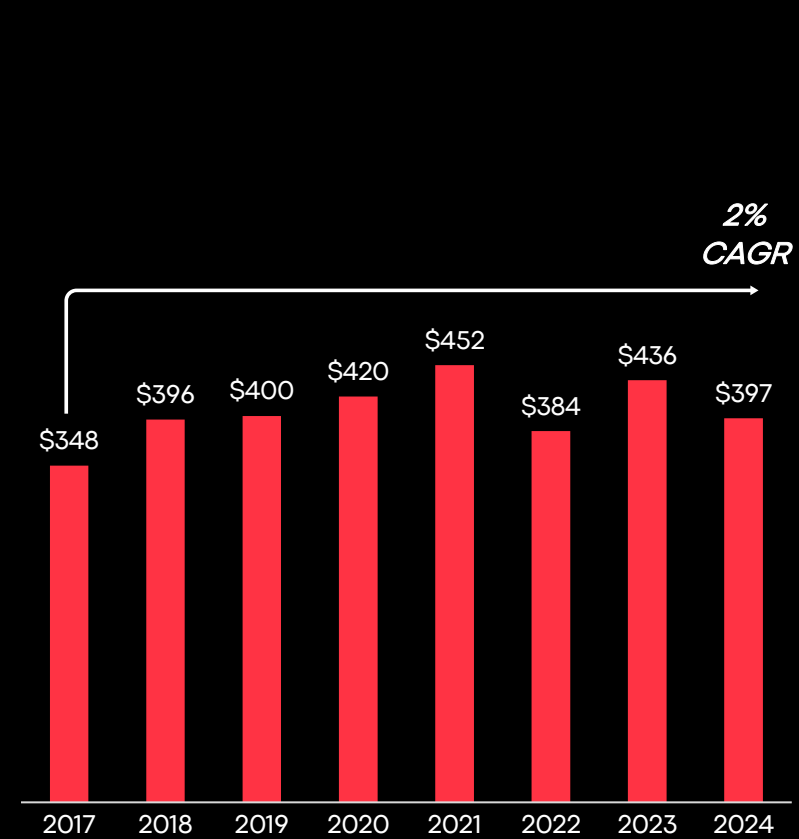
Revenue



Credit Adj. EBITDA



Free Cash Flow⁽¹⁾



■ Playtika Revenue, Excl. SuperPlay □ SuperPlay Revenue

■ Playtika Credit Adj. EBITDA, Excl. SuperPlay □ SuperPlay Credit Adj. EBITDA



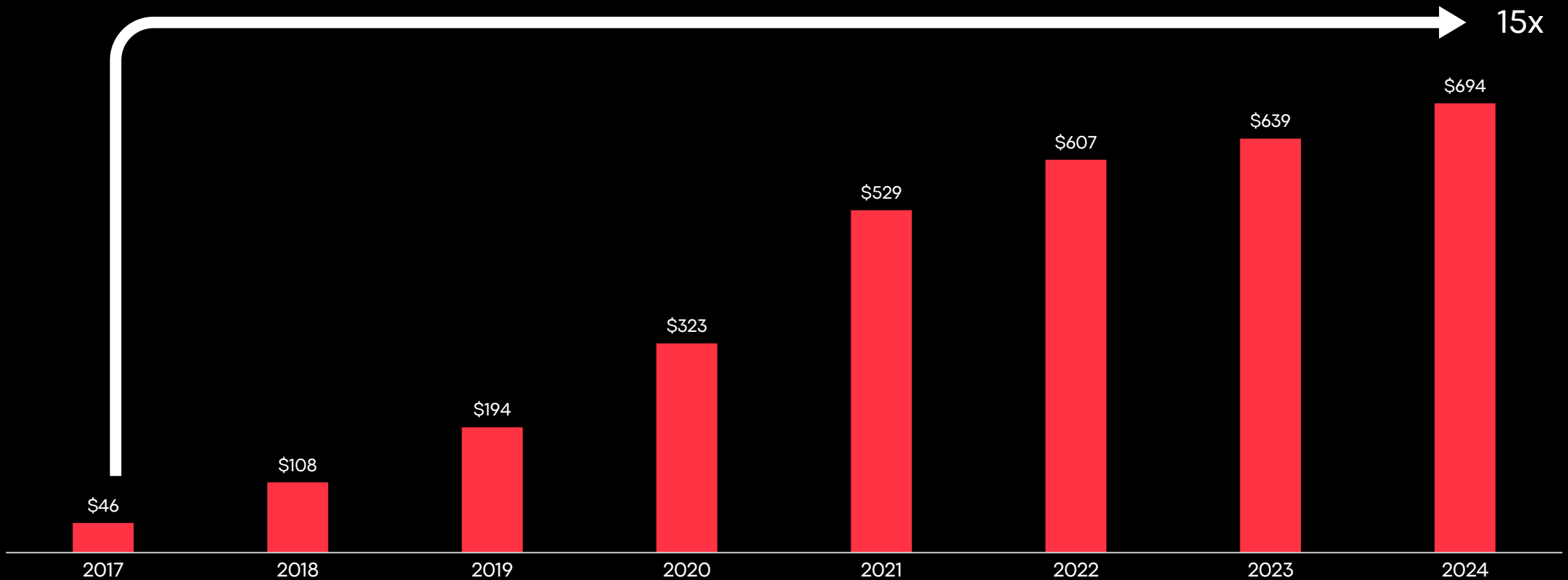
Note: Metrics in USD millions.

Note: Numbers may not add up due to rounding. 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 29.

1. FCF defined as CFO – CapEx.

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.

APPENDIX



SURPERPLAY PURCHASE CONSIDERATION / EARNOUT TERMS

\$ Upfront Consideration \$700M

\$ Retention Payment \$50M

+ \$ Potential Earnout \$1,250M

= \$ Max Potential Consideration \$2,000M

- 3 potential, annual earnouts paid in ~March of 2026, 2027, and 2028 (all-cash consideration)
- Annual earnout quantum and eligibility are contingent on both revenue and adjusted EBITDA performance
 - Quantum calculated by incremental revenues (above a prior period's baseline) multiplied by a "multiplier" ranging from 0.75x to 2.50x (primarily determined by % YoY revenue growth achieved that earnout year)
 - Eligibility rules include adjusted EBITDA⁽¹⁾ thresholds to align on path towards profitability
- Structure aligns incentives as incremental consideration is contingent on success and results in a more attractive effective purchase multiple



1. Adjusted EBITDA as defined 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 expense, and (viii) certain other items.

SUPERPLAY EARNOUT CONSIDERATION MECHANICS

EARNOUT ELIGIBILITY TEST (BY YEAR)

2025 Earnout ("Year 1")

- Year 1 \$ Rev > \$342M
- Year 1 Adj. EBITDA ≥ (\$10M)

2026 Earnout ("Year 2")

- Year 2 \$ Rev > greater of Yr. 1 Rev and \$342M
- Year 1 Adj. EBITDA > (\$35M)
- Year 2 Margin ≥ 5.0%

2027 Earnout ("Year 3")

- Year 3 \$ Rev > Yr. 2 Rev (and Yr. 1 Rev eligibility met or Yr. 2 Rev > Yr. 1 Rev)
- Year 1 Adj. EBITDA > (\$35M)
- Year 2 Margin ≥ 0.0%
- Year 3 Margin ≥ 15.0%

IF YES:



MULTIPLE ON INCREMENTAL GROSS REVENUE

<i>YoY Rev. Growth</i>	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>
≤ 20%	0.75x	0.75x	0.75x
20% 40%	1.00x	1.25x	1.25x
40% 60%	1.25x	1.50x	1.50x
60% 80%	2.00x	1.75x	1.75x
80% 100%	2.25x	2.00x	2.00x
100%+	2.50x	2.25x	2.25x

Multiple reduced by 0.25x if:

- *Year 2: EBITDA Margin ≥ 5% but ≤ 10%*
- *Year 3: EBITDA Margin ≥ 15% but ≤ 20%*



Note: Based on the Share Purchase Agreement.

CREDIT ADJUSTED EBITDA RECONCILIATION

	Year ended December 31,							
	2017	2018	2019	2020	2021	2022	2023	2024
<i>Credit Adjusted EBITDA Reconciliation</i>								
Net Income	\$ 257.4	\$ 338.0	\$ 288.9	\$ 92.1	\$ 308.5	\$ 275.3	\$ 235.0	\$ 162.2
Provision for income taxes	80.4	92.7	147.4	102.3	99.9	85.5	157.1	118.3
Interest expense and other, net	(4.7)	1.9	61.1	192.8	153.8	110.6	109.5	111.1
Depreciation and Amortization	26.7	37.7	73.0	119.2	145.5	162.0	158.0	165.7
EBITDA	\$ 359.8	\$ 470.3	\$ 570.4	\$ 506.4	\$ 707.7	\$ 633.4	\$ 659.6	\$ 557.3
Impairment of intangible assets	12.2	0.8	-	-	-	-	51.3	68.9
Stock-based compensation (1)	-	-	-	276.0	100.4	123.5	110.0	99.2
Contingent consideration	-	-	-	-	(6.6)	(14.3)	1.4	(9.8)
Acquisition and related expenses (2)	0.5	28.0	57.1	31.4	43.3	24.7	6.5	19.7
Other items (3)	1.2	-	(6.5)	45.1	3.9	37.8	3.4	22.4
Credit Adjusted EBITDA	373.7	499.1	621.0	858.9	848.7	805.1	832.2	757.7
Credit Adjusted EBITDA Margin	32.5%	33.5%	32.9%	36.2%	32.9%	30.8%	32.4%	29.7%

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

(2) The amount for the year ended December 31, 2024 primarily relates to expenses incurred by the Company in connection with the evaluation and completion of strategic alternatives for the Company. 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) The amount for the year ended December 31, 2024 consists primarily of \$14.5 million and \$6.9 million incurred by the Company related to severance and restructuring activities, respectively. The 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 a tax assessment paid under protest.



Note: Metrics in USD millions.

CALCULATION OF FREE CASH FLOW

	Year ended December 31,							
	2017	2018	2019	2020	2021	2022	2023	2024
<i>Free Cash Flow Reconciliation</i>								
Cash Flow from Operating Activities	\$ 369.0	\$ 452.8	\$ 491.9	\$ 517.7	\$ 551.7	\$ 493.7	\$ 515.6	\$ 490.1
Purchase of property and equipment	(15.7)	(41.1)	(55.3)	(54.1)	(47.4)	(68.3)	(32.6)	(40.9)
Capitalization of internal use software costs	(5.1)	(5.8)	(17.2)	(33.3)	(33.1)	(30.1)	(37.4)	(31.6)
Purchase of software for internal use	-	(10.1)	(19.9)	(10.7)	(19.1)	(11.6)	(9.2)	(20.8)
Free Cash Flow	\$ 348.2	\$ 395.8	\$ 399.5	\$ 419.6	\$ 452.1	\$ 383.7	\$ 436.4	\$ 396.8



Note: Metrics in USD millions.

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.



GLOSSARY OF KEY TERMS

Average Revenue per Daily Active User: or "ARPDau" 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.

