

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

August 7, 2023
Date of Report (date of earliest event reported)

PLAYSTUDIOS, Inc.

(Exact name of registrant as specified in its charter)

Delaware (State or other jurisdiction of incorporation or organization)	001-39652 (Commission File Number)	88-1802794 (I.R.S. Employer Identification No.)
10150 Covington Cross Drive, Las Vegas, Nevada (Address of Principal Executive Offices)		89144 (Zip Code)

Registrant's telephone number, including area code: **(725) 877-7000**

Not applicable
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A common stock	MYPS	Nasdaq Stock Market LLC
Redeemable warrants, each whole warrant exercisable for one share of Class A common stock at an exercise price of \$11.50 per share	MYPSW	Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure

PLAYSTUDIOS, Inc. (the “Company”) may, from time to time on or after August 7, 2023, present or distribute to the investment community, and utilize at various industry and other conferences, a slide presentation which is furnished herewith as Exhibit 99.1 (the “Investor Presentation”). The Investor Presentation also will be posted to the “Investors” portion of the Company’s website at <https://ir.playstudios.com/>.

The information contained in the Investor Presentation is summary information that is intended to be considered in the context of the Company’s filings with the Securities and Exchange Commission (the “SEC”) and other public announcements that the Company may make from time to time, by press release or otherwise. The Investor Presentation does not provide information concerning the financial condition of the Company with respect to the third fiscal quarter of 2023. To the extent that “guidance” or “outlook” or other estimates or targets have been provided concerning the 2023 fiscal year or any other periods, this information reflects statements that have been made previously in the Company’s SEC filings. The Company undertakes no duty or obligation to update or revise the information contained in the Investor Presentation, although it may do so from time to time. Any such updates may be made through the filing or furnishing of other reports or documents with the SEC, through press releases, or through other public disclosure.

In accordance with General Instruction B.2 of Form 8-K, the information in this Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall either be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in any such filing, except as shall be expressly set forth by specific references in such filing.

Item 9.01. Financial Statements and Exhibits

- (a) None
- (b) None
- (c) None
- (d) Exhibits

Exhibit Number	Description
99.1*	Investor presentation dated August 3, 2023
104	Cover Page Interactive Data File (the cover page XBRL tags are embedded within the Inline XBRL document)

* Furnished herewith

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: August 7, 2023

PLAYSTUDIOS, Inc.

By: /s/ Scott Peterson
Name: Scott Peterson
Title: Chief Financial Officer



playstudios

Investor Presentation

Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements that relate to anticipated future events, including anticipated future operating results, business performance, and financial conditions. The company's actual results may differ from the company's current expectations, estimates and projections and consequently, you should not rely on these forward-looking statements as predictions of future events or results. In some cases, forward-looking statements will be identified by words such as "expect," "estimate," "project," "budget," "forecast," "guidance," "outlook," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions. These forward-looking statements are subject to risks, uncertainties and other factors that could cause the actual results to differ materially from those expressed or implied by such forward-looking statements.

Most of these risks, uncertainties and other factors are outside the company's control and are difficult to predict. Factors that could impact the company's future performance and cause actual results to differ from the forward-looking statements contained in this presentation include, but are not limited to, risks and uncertainties identified from time to time in the company's filings with the U.S. Securities and Exchange Commission (the "SEC"). In addition, forward-looking statements contained in this presentation are based on assumptions that the company believes to be reasonable as of this date. The company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date of this presentation or to reflect new information or the occurrence of unanticipated events, except as required by law.

Unaudited and Non-GAAP Financial Measures

This presentation contains financial data that is not audited and financial data that was not prepared in accordance with accounting principles generally accepted in the United States ("GAAP"). PLAYSTUDIOS uses certain non-GAAP financial measures, including Adjusted EBITDA, to analyze underlying business performance and trends. The company believes the presentation of these non-GAAP financial measures provides useful information to investors and management in analyzing and benchmarking the financial and operating performance of the company's business. Non-GAAP financial measures are not measures of financial performance determined in accordance with GAAP and should not be considered a substitute for, or superior to, financial measures determined or calculated in accordance with GAAP. The non-GAAP financial measures contained in this presentation are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read in conjunction with PLAYSTUDIOS' consolidated financial statements prepared in accordance with GAAP. In addition, non-GAAP measures contained in this presentation reflect the exercise of management's judgment regarding which items are included or excluded in their determination, and as a result the company's definitions of non-GAAP financial measures may not be comparable to similarly titled measures reported by other companies. Please refer to our SEC filings for reconciliation of the non-GAAP financial measures contained herein to the most directly comparable measures in accordance with GAAP.

Key Performance Indicators

We manage our business by regularly reviewing several key operating metrics to track historical performance, identify trends in player activity, and set strategic goals for the future. Our key performance metrics are impacted by several factors that could cause them to fluctuate on a quarterly basis, such as platform providers' policies, seasonality, player connectivity, and the addition of new content to games. The key performance indicators may differ from similarly titled measures presented by other companies. For more information on our key performance indicators, please refer to the definitions and additional information contained in our SEC filings.

Industry Data

This presentation refers to, and in some cases relies upon, certain information, statistics and forecasts obtained from third-party sources. While the company believes such third-party sources to be reliable, the company has not independently verified the accuracy/completeness of any such third-party data.

This presentation contains trademarks, service marks, trade names and copyrights of PLAYSTUDIOS and other companies, which are the property of their respective owners.



Samir Jain

Treasury & Investor Relations

PLAYSTUDIOS

samir.jain@playstudios.com

Key Investment Highlights

PLAYSTUDIOS at-a-glance



Strong Leadership with Aligned Interests

Numerous executives and board members are largest shareholders. CEO is 2nd largest shareholder.



Rapidly Diversifying Game Portfolio

Brainium acquisition and exclusive mobile rights for Tetris expected to contribute to growth in 2023.



Sustained Growth and Strong Economics

Double-digit, 10-year CAGR. Cash generative business with ~\$128MM on hand, as of 6/30/2023. \$50MM share repurchase authorization. \$81MM available revolving credit line.



playAWARDS Loyalty Platform a Key Differentiator

Loyalty program drives key metrics for connected games and global brand partners. Preparing to scale the platform by offering Loyalty-as-a-Service to third-party developers.

MYPs STRUCTURE

Building a "Rewarded Play" ecosystem

playstudios, Inc.

Founded in 2011 - Publicly traded since June 2021

Market Capitalization: \$609MM (as of August 3, 2023)

2022: Revenues \$290MM, Net Loss (GAAP) \$18MM, AEBITDA \$38MM

2023E Revenues: \$305 - \$325MM

2023E AEBITDA: \$55 - \$60MM

playgames

Game Development and Publishing

18 Game Titles

11 Casual Genre Games

7 Social Casino Genre Games

playawards

Loyalty Marketing and Engagement Platform

In-game rewards drive player retention and engagement. Rewards provided by marketing partners including: MGM Resorts, Norwegian Cruise Line, AMC Theaters, IHG Hotels

GLOBAL DEVELOPMENT FOOTPRINT

Studios are integrated and strategically located to maximize productivity and minimize costs



9
STUDIOS

704
PLAYMAKERS

A DIVERSIFIED GAME LIBRARY

An expanding mix of casual, puzzle, and social casino games



LEADING GLOBAL GAME DEVELOPER AND PUBLISHER

We have a large, captive, and loyal audience of players



13 Million
MAU



54% Female
46% Male



49
Average Age



\$80K
Average Income

*As of 6/30/2023



2.4
Sessions / Day



40
Minutes / Day



2.4 Million
Reward Purchasers



15.8 Million
Rewards Purchased





playaways

AUDIENCE ACQUISITION BECOMING MORE DIFFICULT

The ability to launch and scale games is more challenging than ever



Targeting Less Effective

GDPR, Deprecation of IDFA, and implementation of GAID now limit an advertisers' ability to efficiently target specific customer cohorts at scale.



Rising Costs

Large audience networks and sophisticated AdTech platforms are commanding higher prices in response to demand for top performing ad inventory.



More Competition

Growing competition for user attention across all forms of entertainment-games, social, streaming - makes it more difficult to hold an audience's engagement.

For apps and brands,
**retention of existing
customers** is now more
important than ever.



playAWARDS is a powerful, yet intuitive player loyalty platform designed specifically for the gaming industry. It allows developers to deliver richer in-app experiences by rewarding player engagement with a curated collection of real-world benefits. This helps drive long term retention and engagement, and increases opportunities for monetization.

THE playAWARDS PLATFORM

The building blocks of player retention and engagement



Loyalty Currency

As players engage with our games, they accumulate a "loyalty currency" that can be exchanged for real-world rewards. This currency offers a measure of progress toward a gamified goal.



Player Progression Tiers

Players "chase" an increasingly valuable collection of in-game benefits, including elevated VIP Status. This type of progression mechanic is a proven driver of game engagement and retention.



VIP Services

Our highest value players have access to dedicated VIP hosts who extend personalized service and tailored benefits.



Rewards Marketplace

By offering engaged players real-world rewards, they are more likely to remain within our PLAYSTUDIOS ecosystem.

LOYALTY REWARD PARTNERS

An unmatched collection of global partners across many diverse industries

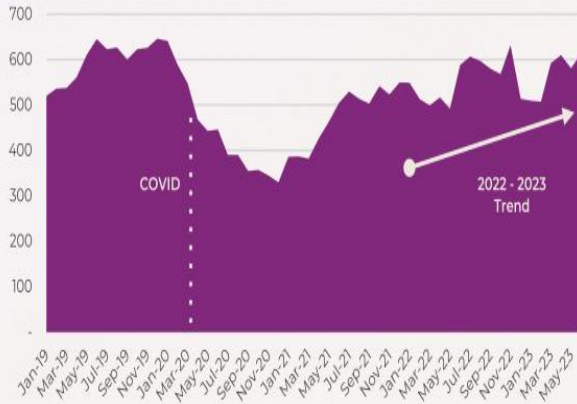


As of 6/30/2023

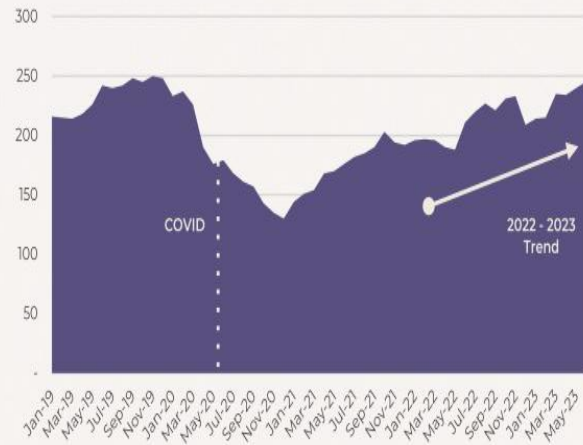
playAWARDS PARTNERSHIPS ARE GROWING!

Available partners and rewards are both increasing, as of 6/30/23

Available Rewards Inventory



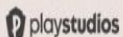
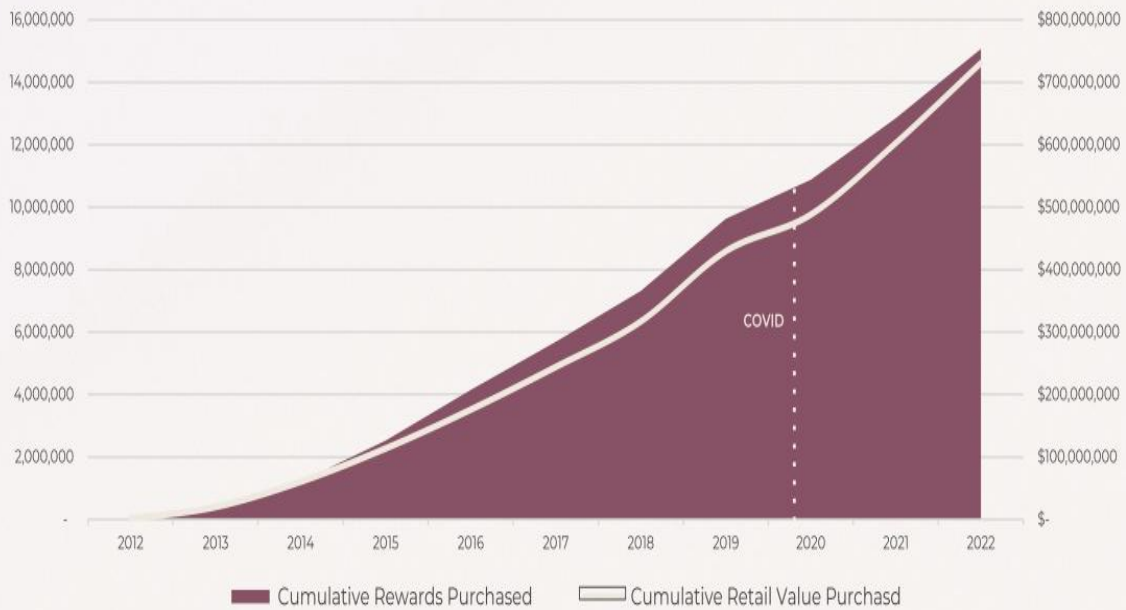
Reward Partner Outlets



REWARDS PURCHASES ARE ROBUST AND GROWING

Players have purchased more than 15 million rewards with a retail value of over \$790 million as of June 2023

Cumulative Rewards Purchased



As of 6/30/2023

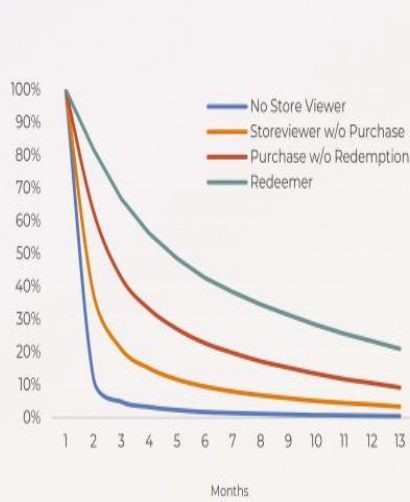
Confidential: Investor Presentation

Released: 08.03.2023

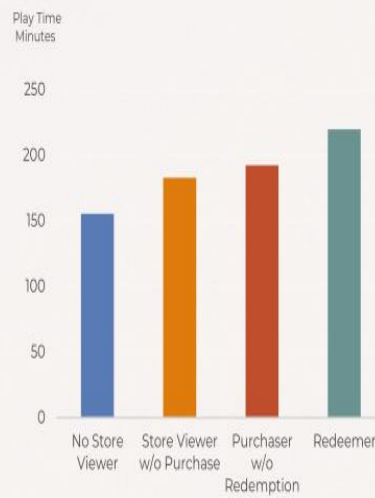
playAWARDS IS DRIVING REAL GAME RESULTS

Key metrics have shown clear improvements with playAWARDS

Rewards Engagement : Player Retention



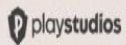
Rewards Engagement : Game Engagement



Rewards Engagement : Player Monetization



Numbers based on 2021 - 2022 installs

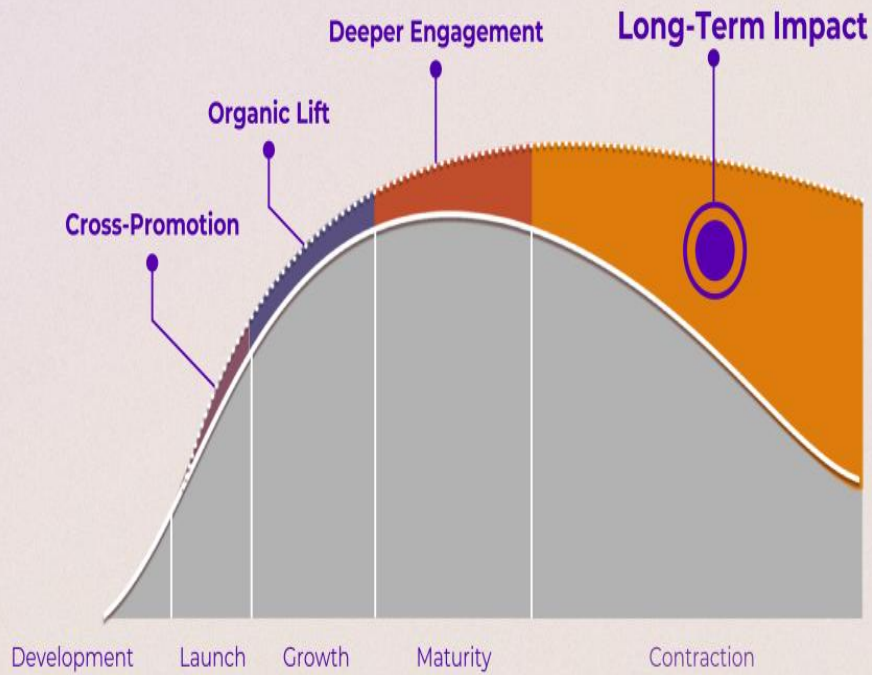


Confidential: Investor Presentation

Released: 08.03.2023

playAWARDS IS THE SOLUTION

The "Loyalty Lift" drives key game metrics across the full product lifecycle



The Opportunity

Profitability, Expansion,
Diversification

Strategic Growth Goals for 2023

- 1. Advance the playAWARDS Platform**
Integrate into third-party, external games, and continue to extend platform functionality
- 2. Increase Profitability**
Expand AEBITDA margins, increase efficiency, and add new features + live ops density
- 3. Expand / Diversify Games Portfolio**
Scale audiences for Bingo and MGM Slots Live, optimize Tetris Mobile, diversification through organic growth, expand growth titles, pursue M&A opportunities
- 4. Enhance Our Business Model**
In-app advertising and e-commerce

playAWARDS DIVISION GOALS

2023 and beyond



Expand playAWARDS Presence

Incorporate the myVIP Program into all PLAYSTUDIOS apps, entering the casual and puzzle genres with Tetris and Brainium titles.



Launch playAWARDS LaaS

Roll out "Loyalty as a Service" to third-party apps, further scaling the platform's audience network.



Enhance Functionality

Introduce new reward categories and enable player-to-player reward transferability.

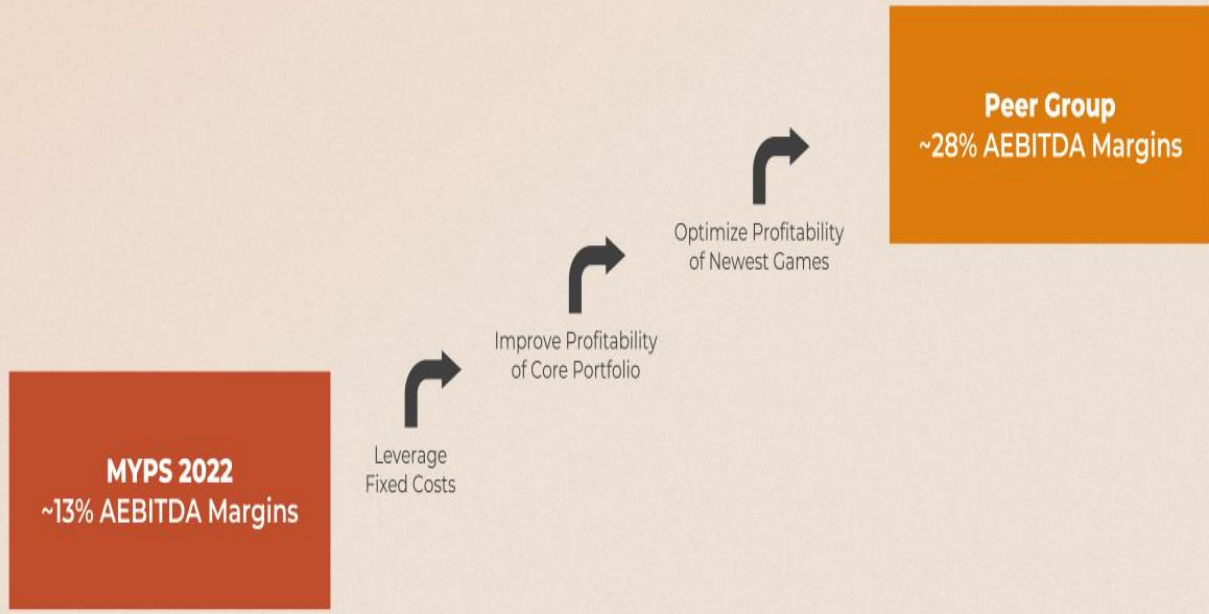
playAWARDS AS A CROSS PLAY DRIVER IN OUR GAMES

With a shared loyalty currency and a presence in our entire game library in 2023, playAWARDS is expected to drive cross play



PATHWAY TO HIGHER MARGINS IS CLEAR

Current initiatives to raise margins



FOCUS ON IMPROVING PROFITABILITY IN 2023

Gaming business is being fundamentally reset towards higher profit

Advertising will now be a meaningful portion of total revenues

AdMon is higher margin - no platform fees

Scaling AdMon in social casino portfolio

Tetris and Brainium are AdMon games

Diversified Revenue Stream - 2022

Revenue Mix Pre-Brainium



■ IAP ■ Advertising ■ Other

Revenue Mix Post-Brainium



■ IAP ■ Advertising ■ Other

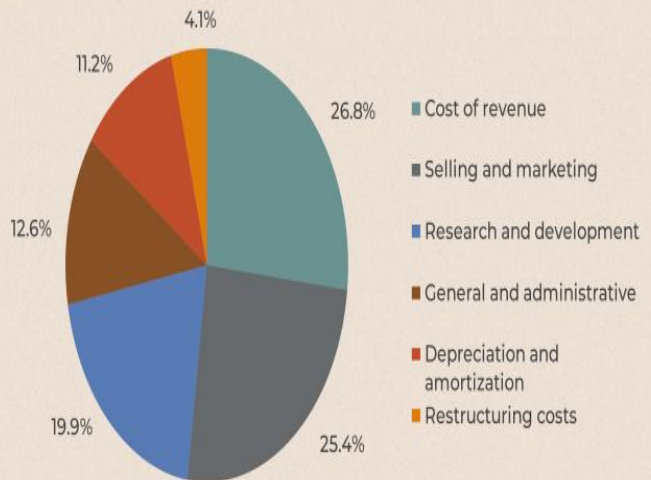
FOCUS ON IMPROVING PROFITABILITY IN 2023

Gaming business is being fundamentally reset towards higher profit

Higher Margins

- Cost of revenues are 26.8% of expenses and are largely platform fees
- MYPs is also building out its direct purchase platform myVIP.co
- Restructured workforce will result in lower payroll cost as a percentage of revenues

Operating Expenses - 12 mos Ended 12.31.22

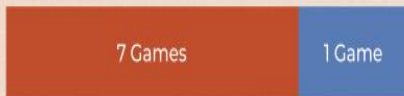


FOCUS ON IMPROVING PROFITABILITY IN 2023

Gaming business is being fundamentally reset towards higher profit

New Game Mix Targets Larger TAM in 2023

2022 Portfolio of Games (pre-Brainium)



2023 Portfolio of Games (post-Brainium)



■ Social Casino ■ Casual Games

Total Addressable Market, by Game Genre



Games will now be more evenly distributed between casual and social casino; the casual gaming market is 3x the size of social casino gaming.

EXPAND REACH ACROSS BROADER GAMING MARKET

Diversifying into other, larger, gaming genres



Casino

\$7.5 Billion



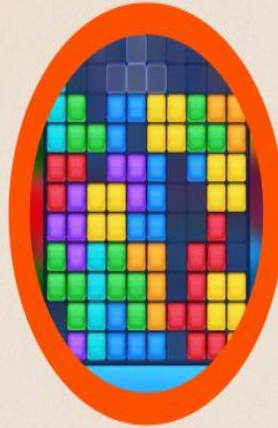
Arcade & Action

\$17.5 Billion



Adventure & Sim

\$17.8 Billion



Brain & Puzzle

\$23.5 Billion



RPG & Strategy

\$25.2 Billion

*Source: Sensor Tower, Eilers & Krejcie Gaming

BRAINIUM ACQUISITION

Accretive acquisition that expands earnings, margins, DAU and diversifies company



- Broad catalog of casual games
- 2mm DAU, 5.5mm MAU
- 2022E Revenue of \$22mm
- 2022E AEBITDA of \$8.8mm
- 2022E AEBITDA margin of ~40% - High margin ad revenue
- Opportunity to drive synergies across product, UA, engagement and monetization

STRONG CAPITAL POSITION

Our strong capital position protects us from economic uncertainty and gives us tremendous spending flexibility

Sources of Cash

~\$128M of cash

\$81M of
unused facility

Positive cash generation

Opportunities

\$30M share
repurchase authorization

Strategic acquisitions in
awards, gaming, or both

Growth investments in
current businesses

Financials

FINANCIALS: WELL CAPITALIZED AND GROWING FAST

Blue chip balance sheet ensures stability and provides for future investments in growth

- Strong balance sheet with cash holdings of ~\$128 million and no borrowings on our revolver
- Cash generative business model
- Initiated a repurchase program in 4Q22 and have purchased \$20.0mm of stock through August 3, 2023
 - Continue to view share repurchases as attractive use of capital
- Strong, double-digit growth over the past 10 years
 - 2012-2022 Revenue CAGR +61%
- Growing all important gaming metrics
 - 2012-2022 DAU CAGR ~50%
 - 2012-2022 ARPPDAU CAGR ~9%

2Q23 FINANCIAL RESULTS

2Q23 results were up substantially y/y and ahead of consensus expectations

2Q23 Financial Metrics

- Revenues: \$77.8 million; 14% y/y growth
- Net loss (GAAP) of \$0.8 million
- AEBITDA: \$16.3 million; 122% y/y growth
- AEBITDA Margin: 20.9%; +1010bps increase vs. 2Q22
- Cash Balance: \$128 million
- No debt
- Continued stock buyback; repurchased \$20.0mm of shares through August 3, 2023

Game Metrics

- Portfolio of 18 Games
- 3.7 million DAU
- 13.7 million MAU

2023 FINANCIAL GUIDANCE

Substantial growth projected in 2023

2023 Consolidated Company Guidance

- Revenues of \$305 - \$325 million
- AEBITDA of \$55.0 - \$60.0 million
- At midpoint, guidance implies **9% year/year growth in revenues** and **50% year/year growth in AEBITDA**
- Implied **AEBITDA margin of 18.3% at midpoint**; 510bps ahead of 2022 figure
- Results include a full year of Brainium
- Results exclude: synergies from the Brainium transaction, and further M&A



01 Unique Vision and Model

—
Games players love,
real-world benefits
they want.

02 Diversified Portfolio

—
Expanding model
provides for future
growth.

03 Margin Expansion

—
Balancing future
growth with near-
term margin
improvement.

04 Aligned Interests

—
Leadership and
investor interests
are aligned.

2Q23 AEBITDA RECONCILIATION

Unaudited and in thousands, except percentages

	For the Three Months Ended June 30,	
	2023	2022
Net (loss) income	(\$759)	\$5,503
Depreciation & amortization	11,116	8,288
Income tax expense (benefit)	(558)	(12,258)
Stock-based compensation expense	5,193	3,141
Change in fair value of warrant liability	1,777	821
Change in fair value of contingent consideration	(897)	-
Restructuring and related(1)	1,784	1,517
Other, net(2)	(1,382)	336
AEBITDA	16,274	7,348
GAAP Revenue	77,793	68,353
<u>Margin as a % of revenue</u>		
Net (loss) income margin	(1.0%)	8.1%
AEBITDA Margin	20.9%	10.8%

(1) Amounts reported during the three and six months ended June 30, 2022 consist of fees related to a tender offer for the warrants and fees related to evaluating various merger and acquisition opportunities. Amounts reported during the six months ended June 30, 2022 relate to non-cash impairment charges related to the suspension of Kingdom Boss development. Amounts reported during the three and six months ended June 30, 2023 relate to non-cash impairment charges related to certain investments and fees related to evaluating various merger, acquisition and restructuring opportunities.

(2) Amounts reported in "Other, net" include interest expense, interest income, gains/losses from equity investments, foreign currency gains/losses, and non-cash gains/losses on the disposal of assets.

2022 AEBITDA RECONCILIATION

Unaudited and in thousands, except percentages

	For the years ended December 31,		
	2022	2021	2020
Net (loss) income	(\$17,783)	\$10,737	\$12,807
Depreciation & amortization	35,562	27,398	22,192
Income tax expense (benefit)	(5,835)	(258)	(1,671)
Stock-based compensation expense	17,727	4,455	3,519
Change in fair value of warrant liability	(1,047)	(13,933)	-
Change in fair value of contingent consideration	(2,411)	-	-
Special infrequent(1)	-	7,500	1,427
Restructuring and related(2)	13,020	3,081	20,092
Other	(980)	564	(392)
AEBITDA	38,253	39,545	57,974
GAAP Revenue	290,309	287,419	269,882
<u>Margin as a % of revenue</u>			
Net (loss) income margin	(6.1%)	3.7%	4.7%
AEBITDA Margin	13.2%	13.8%	21.5%

(1) Amounts reported (i) during the year ended December 31, 2021 represent a transaction bonus and a charitable contribution per the terms of the merger agreement related to our business combination with Acies Acquisition Corp. (the "Merger Agreement"), and (ii) during the year ended December 31, 2020, represent charitable donations made by us related to the COVID-19 pandemic.

(2) Amounts reported (i) during the year ended December 31, 2022 represent a non-cash impairment charge related to the suspension of Kingdom Boss development, fees related to evaluating various merger and acquisition opportunities, and fees related to the Tender Offer for the Warrants, (ii) during the year ended December 31, 2021 represent severance-related costs and fees related to evaluating various merger and acquisition opportunities, and (iii) during the year ended December 31, 2020 include \$20.0 million resulting from the termination of the profit share provision of the MGM Marketing Agreement as further discussed in Note 4—Related-Party Transactions to our consolidated financial statements included elsewhere in this Annual Report on Form 10-K.



playstudios

