

## Playtika opens its first office in Warsaw Brewery

Playtika® Holding Corp. (Nasdaq: PLTK), a leading mobile gaming entertainment company, has today opened its first office in Warsaw, Poland, at the Warsaw Brewery's [Malthouse Offices](#). It joins a growing number of businesses re-locating to the re-development project situated on the site of the former 19th century Haberbusch i Schiele brewery in Warsaw's Wola-Centrum district.

The company has had a team based in Warsaw since January 2021, focusing on Research and Development (R&D) for some of the most beloved games in Playtika's® growing portfolio: Bingo Blitz, Board Kings, Solitaire Grand Harvest, Redecor, Slotomania and House of Fun. By combining the creativity and passion of its R&D team with the capabilities of its proprietary Playtika® Boost Platform, the Warsaw office contributes to the optimization of the mobile games through personalization, automation, and user acquisition campaigns.

Looking ahead, the opening of the new office in such a strategic location will help boost Playtika's® regional growth and deepen its presence in the Polish market.

[Playtika spokesperson] comments on the opening: *"The Playtika® family in Warsaw is growing quickly, and has become a multicultural hub where professionals and talented developers not only from Poland but around the world are supporting Playtika's® mission to entertain the world through Infinite Ways to Play.*

*"The office will remain a core pillar of the Playtika® experience and culture, valued as a place of learning, socialization and working together as a team. Opening an office in Poland will further strengthen our knowledge and capabilities in the fast-growing gaming industry."*

Oran Piekarski, Playtika's® COO, comments: *"This is a landmark moment for Playtika® in Poland. We look forward to welcoming our Playtika staff to this new hub in a historic district of Warsaw, surrounded by top eateries and amenities, urban green spaces, and high-quality architecture."*

### About Playtika

Playtika® Holding Corp (NASDAQ: PLTK) is a mobile gaming entertainment and technology market leader with a portfolio of multiple game titles. Founded in 2010, Playtika® was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. Headquartered in Herzliya, Israel, and guided by a mission to entertain the world through infinite ways to play, Playtika® has offices worldwide and employs over 4,000 employees.

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