

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

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐

Check the appropriate box:

☐ Preliminary Proxy Statement

☐ **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

☐ Definitive Proxy Statement

☒ Definitive Additional Materials

☐ Soliciting Material under §240.14a-12

PLAYSTUDIOS, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

☒ No fee required.

☐ Fee paid previously with preliminary materials.

☐ Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a6(i)(1) and 0-11.

PLAYSTUDIOS, Inc.

Important Notice Regarding the Internet Availability of Proxy Materials for the Annual Meeting of Stockholders to be held virtually on July 22, 2025 at 8:00 a.m. Pacific Time

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.

The Proxy Statement and Annual Report to Stockholders are available at: <https://web.viewproxy.com/PLAYSTUDIOS/2025>

If you want to receive a paper or e-mail copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed below on or before July 14, 2025 to facilitate timely delivery.

Important information regarding the Internet availability of the Company's proxy materials, instructions for accessing your proxy materials and voting online and instructions for requesting paper or e-mail copies of your proxy materials are provided on the reverse side of this Notice.

STOCKHOLDERS ARE CORDIALLY INVITED TO ATTEND THE VIRTUAL ANNUAL MEETING.

To the Stockholders of PLAYSTUDIOS, Inc.

The 2025 Annual Meeting of Stockholders of PLAYSTUDIOS, Inc. will be held virtually on July 22, 2025 at 8:00 a.m. PDT. As a Registered Holder, you may vote your shares at the Annual Meeting of Stockholders by first registering at <https://web.viewproxy.com/PLAYSTUDIOS/2025> and then using your Virtual Control Number below. Your registration must be received by 11:59 p.m. EDT on July 19, 2025. On the day of the Annual Meeting of Stockholders, if you have properly registered, you may enter the meeting by clicking on the link provided and entering the password you received via e-mail in your registration confirmations. Further instructions on how to attend and vote at the Annual Meeting of Stockholders are contained in the Proxy Statement in the sections titled "Voting Information – Attending the Annual Meeting Virtually" and "Voting Information – Voting at the Annual Meeting Virtually".

The Board of Directors recommends you vote FOR the following:

1. Election of Directors.
01. Andrew Pascal 02. Jason Krikorian 03. Joe Horowitz 04. Judy K. Mencher 05. Steven J. Zanella
2. Ratification of the appointment of Deloitte & Touche LLP as the independent registered public accounting firm.

Note: Such other business as may properly come before the meeting or any adjournment thereof.

The Securities and Exchange Commission rules permit us to make our proxy materials available to our stockholders via the Internet.

Material for this annual meeting and future meetings may be requested by one of the following methods:

INTERNET

By logging on to <https://web.viewproxy.com/PLAYSTUDIOS/2025>. Have the 11-digit control number available when you access the website and follow the instructions.

TELEPHONE

Call 1-877-777-2857 TOLL FREE

E-MAIL

By e-mail at: requests@viewproxy.com

* If requesting material by e-mail, please send a blank e-mail with the company name and your 11-digit control number (located below) in the subject line. No other requests, instructions, or other inquiries should be included with your e-mail requesting material.

You must use the 11-digit control number located in the box below.

VIRTUAL CONTROL NUMBER



PLAYSTUDIOS, Inc.
10150 Covington Cross Drive
Las Vegas, NV 89144

The following proxy materials are available to you to review at:

<https://web.viewproxy.com/PLAYSTUDIOS/2025>

**2024 Annual Report to Stockholders
Notice and Proxy Statement**

ACCESSING YOUR PROXY MATERIALS ONLINE

Have this notice available when you request a paper copy of the proxy materials or to vote your proxy electronically.

You must reference your control number to vote by Internet or request a hard copy.

**You may vote your proxy when you view the material on the Internet.
You will be asked to follow the prompts to vote your shares.**

Your electronic vote authorizes the named proxies to vote your shares in the same manner as if you marked, signed, dated, and returned the proxy card.

Internet and telephone voting is available through 11:59 p.m. Eastern Daylight Time on July 21, 2025.

REQUESTING A PAPER COPY OF THE PROXY MATERIALS

By telephone please call **1-877-777-2857**

or

By logging onto <https://web.viewproxy.com/PLAYSTUDIOS/2025>

or

By e-mail at: requests@viewproxy.com

Please include the company name and your control number in the subject line.



Hextone, Inc.
P.O. Box 9142
Farmingdale, NY 11735

Ricky Campana
P.O. Box 123456
Suite 500
51 Mercedes Way
Edgewood, NY 11717



FLASHID-JOB#

Your **Vote** Counts!

PLAYSTUDIOS, INC

2025 Annual Meeting

Vote by July 21, 2025

11:59 PM ET



1 OF 2
322,224
148,294

30#



You invested in PLAYSTUDIOS, INC and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the shareholder meeting to be held on July 22, 2025.**

Get informed before you vote

View the Annual Report, Proxy Statement online OR you can receive a free paper or email copy of the material(s) by requesting prior to July 09, 2025. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

XXXX XXXX XXXX XXXX



Smartphone users

Point your camera here and
vote without entering a
control number



Vote in Person at the Meeting*

July 22, 2025
8:00 AM PDT

Annual Meeting to be held virtually:
To attend, you must register as a
Beneficial Holder at the below URL:
<https://web.viewproxy.com/PLAYSTUDIOS/2025>

*If you choose to vote these shares in person at the meeting, you must request a "legal proxy." To do so, please follow the instructions at www.ProxyVote.com or request a paper copy of the materials, which will contain the appropriate instructions. Please check the meeting materials for any special requirements for meeting attendance.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

PLAYSTUDIOS, INC
2025 Annual Meeting
Vote by July 21, 2025
11:59 PM ET

Voting Items					Board Recommends	
1.	Election of Directors				✓For	
	Nominees:					
01	Andrew Pascal	03	Joe Horowitz	05		Steven J. Zanella
02	Jason Krikorian	04	Judy K. Mencher			
2	Ratification of the appointment of Deloitte & Touche LLP as the independent registered public accounting firm.				✓For	

NOTE: Such other business as may properly come before the meeting or any adjournment thereof.

Under New York Stock Exchange rules, brokers may vote "routine" matters at their discretion if your voting instructions are not communicated to us at least 10 days before the meeting. **We will nevertheless follow your instructions, even if the broker's discretionary vote has already been given, provided your instructions are received prior to the meeting date.**

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