

**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

May 11, 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	The Nasdaq Stock Market LLC
Redeemable warrants, each whole warrant exercisable for one Class A common stock at an exercise price of \$11.50	MYPWS	The 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 May 10, 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 second 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 May 11, 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: May 11, 2023

PLAYSTUDIOS, Inc.

By: /s/ Scott Peterson

Name: Scott Peterson
Title: Chief Financial Officer



PLAYSTUDIOS

2023, May 10

Investor Presentation.

An Introduction to PLAYSTUDIOS, Inc.

Display Version



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 U.S. Generally Accepted Accounting Principles ("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 ~\$127MM on hand, as of 3/2023. \$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: \$572MM (as of May 9, 2023)

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

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

2023E AEBITDA: \$50 - \$60MM

playGAMES

Game Development and Publishing

17 Game Titles
10 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.



8
STUDIOS

750
PLAYMAKERS



A Diversified Game Library

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





Top 50 Global Game Developer & Publisher

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

13 Million
MAU

54% Female
46% Male

47
Average Age

\$80K
Average Income



2.4
Sessions / Day

46
Minutes / Day

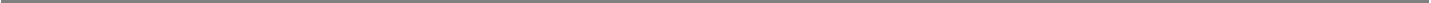
2.3 Million
Reward Purchasers

15.3 Million
Rewards Purchased

*As of 3/31/2023



playawards





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 - make it more difficult to hold an audience's engagement.



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



playawards

playAWARDS is a
comprehensive **retention
and engagement solution**
for brands and mobile apps.



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.



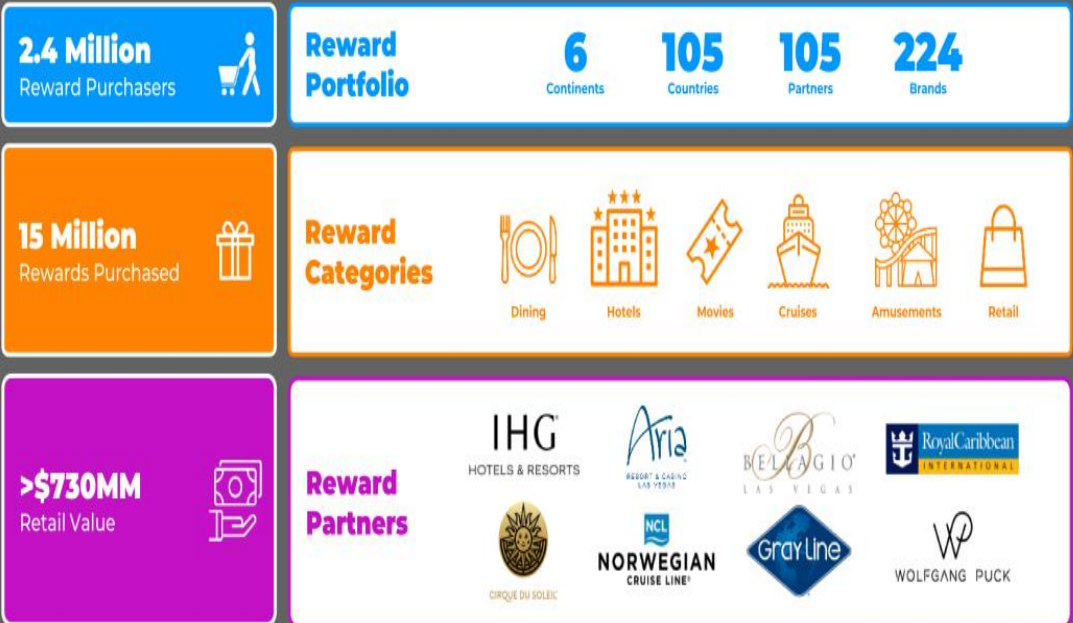
Rewards Marketplace

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



Loyalty Partners

An unmatched collection of global partners across many diverse industries.



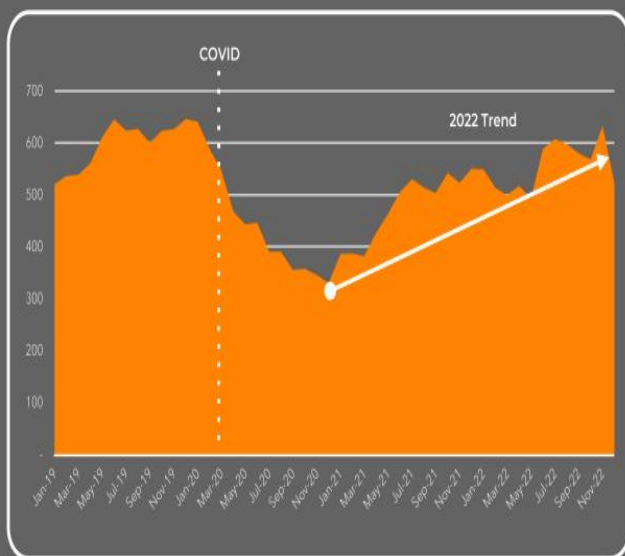
As of 12/31/2022



playAWARDS partnerships are growing!

Available partners and rewards are both increasing, as of 12/31/22.

Available Rewards Inventory



Reward Partner Outlets

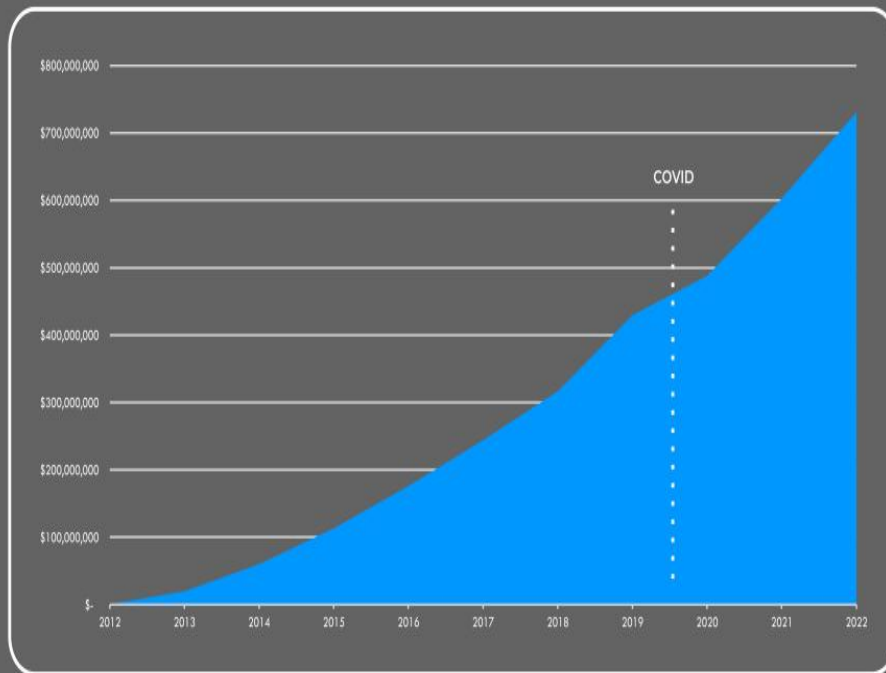




Rewards purchases are robust and growing

Players have purchased more than **15 million rewards** with a retail value of over **\$730 million** as of 12/31/22.

Cumulative Rewards Purchased

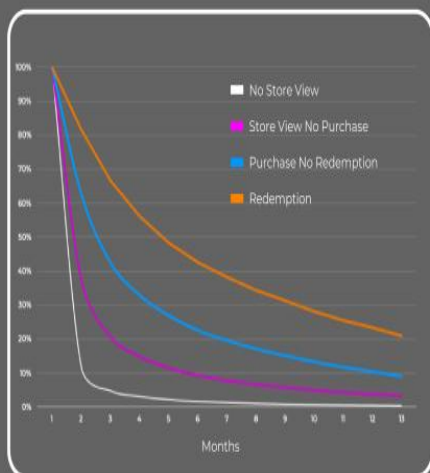




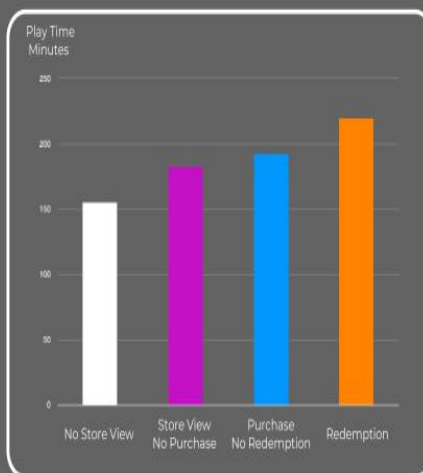
playAWARDS is driving real game results

Key metrics have shown clear improvements with playAWARDS.

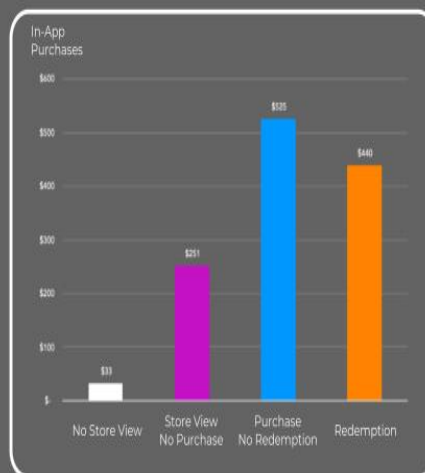
Rewards Engagement : Player Retention



Rewards Engagement : Game Engagement



Rewards Engagement : Player Monetization

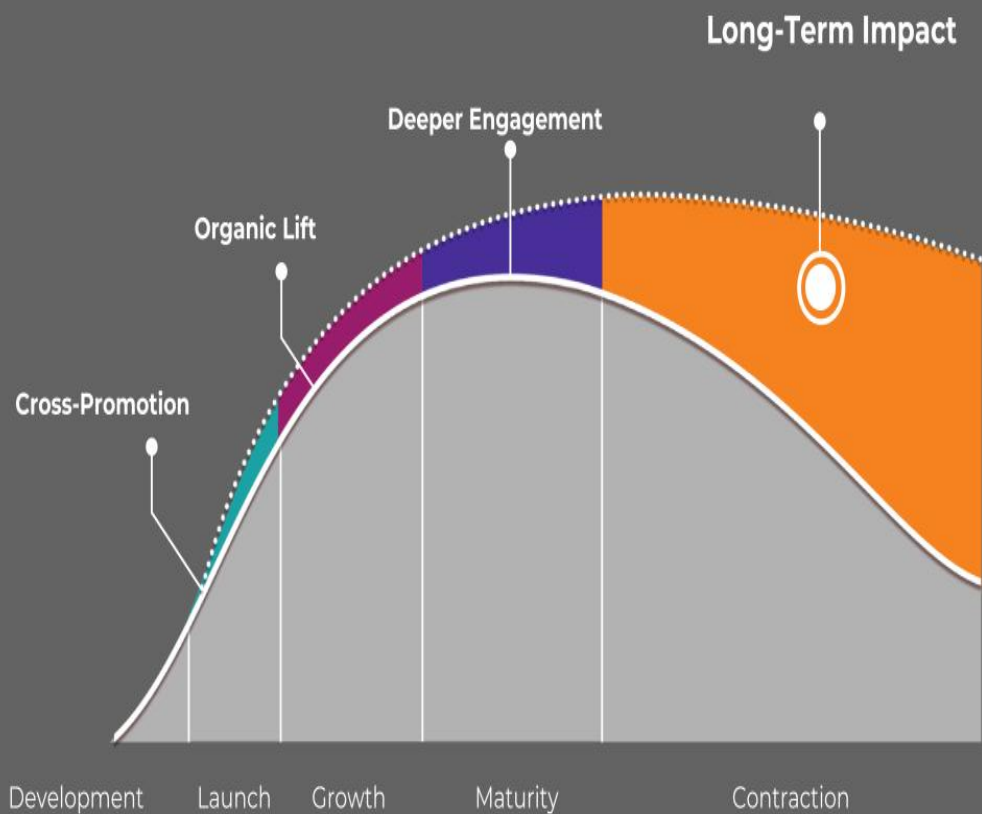


Average from January 1, 2021 to December 8, 2022



playAWARDS is the SOLUTION

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





The Opportunity



Profitability, Expansion,
Diversification

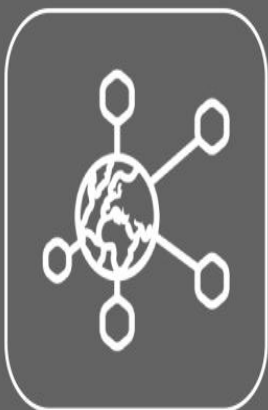
Strategic Growth Goals for 2023

- 1. Advance the playAWARDS Platform**
Attach to external games, grow platform functionality
- 2. Increase Profitability**
Expand AEBITDA margins, increase efficiency, add new features and 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



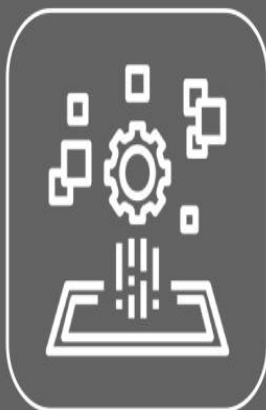
playAWARDS Division Goals

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



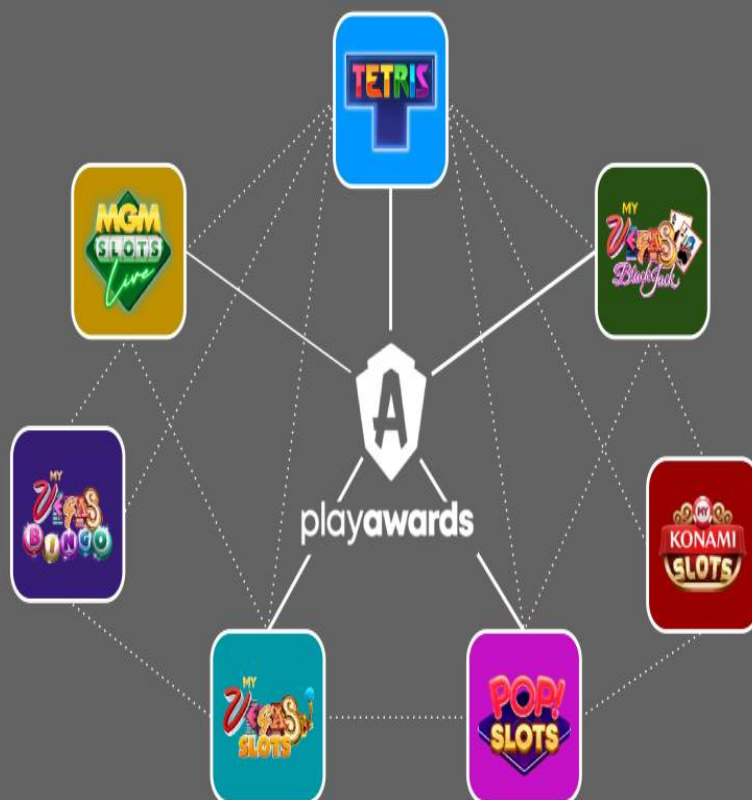
Enhance Functionality

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



playAWARDS as a cross play driver in our games

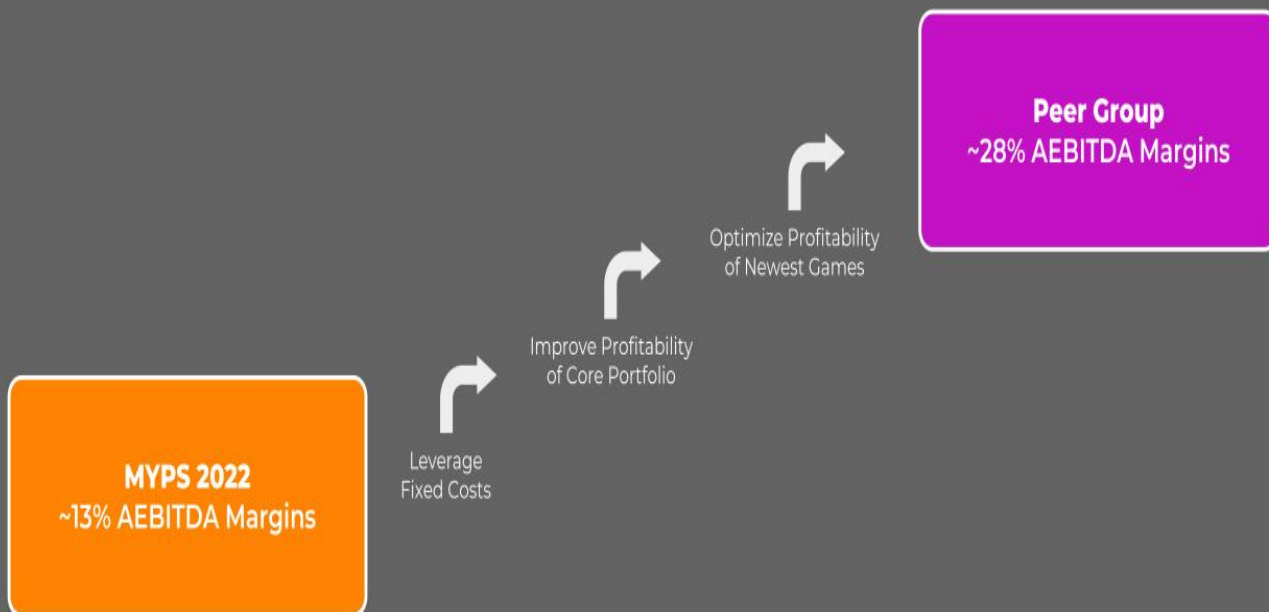
With a shared loyalty currency and a presence in our entire games library in 2023, playAWARDS is expected to drive cross play.





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.

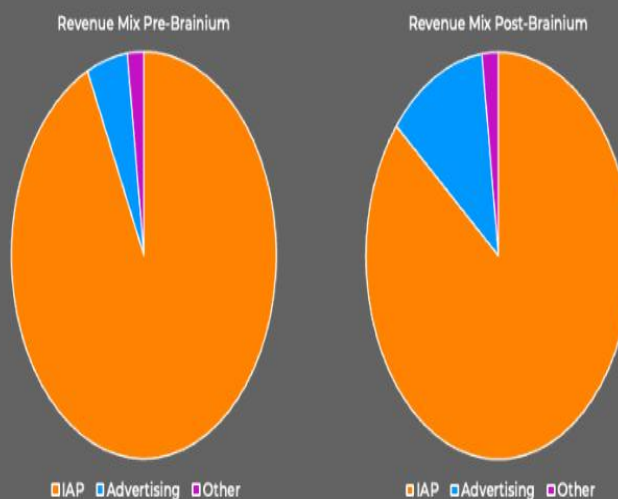
Advertising will now be a meaningful portion of total revenues

AdMon is higher margin - no platform fees

Scaling AdMon in social casino portfolio

Tetris and Brainium are AdMon games

Diversified Revenue Stream - 2022





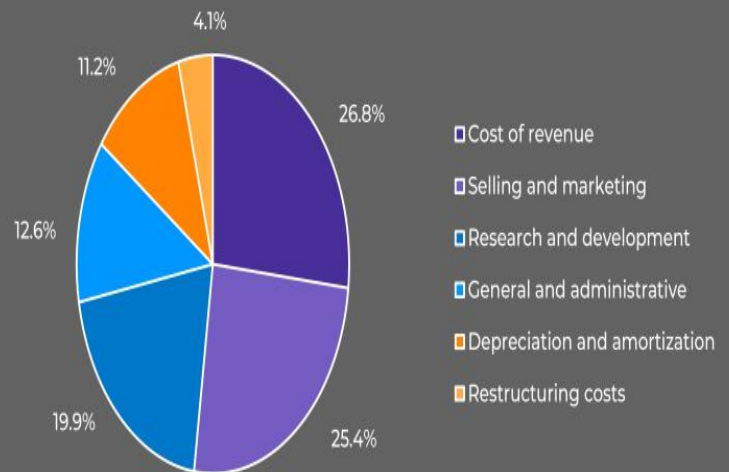
Focus on Improving Profitability in 2023

Gaming business is being fundamentally reset towards higher profit.

Higher Margins

- Cost of revenues are 26.8% of expenses and are largely platform fees
- MYPG is also building out its direct purchase platform myVIP.co
- Restructured workforce will result in lower operating costs in second half of 2023

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 Available 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 & Krejcik 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

~\$127M of cash

\$81M of
unused facility

\$75M accordion feature
in facility

Positive cash
generation

\$208M of Available Liquidity

Opportunities

\$50M 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 ~\$127 million and no borrowings on our revolver
 - Cash generative business model
 - Initiated a repurchase program in 4Q22 and purchased \$15.7mm of stock through May 8, 2023
 - Continue to repurchase shares
 - 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%
-



1Q23 Financial Results

Reported very strong results, raised 2023 guidance one quarter after it was initiated

1Q23 Financial Metrics

- Revenues: \$80.1 million; 14% y/y growth
- Net loss (GAAP) of \$2.6 million
- AEBITDA: \$17.8 million; 96% y/y growth
- AEBITDA Margin: 22.2%; +900bps increase vs. 1Q22, +700bps increase vs. 4Q22
- Cash Balance: \$127 million
- No debt
- Continued stock buyback; repurchased \$15.7mm of shares through May 8, 2023

Game Metrics

- Portfolio of 17 Games
 - 3.6 million DAU
 - 13.1 million MAU
-



2023 Financial Guidance

Raised guidance in 1Q23 earnings release

2023 Consolidated Company Guidance

- Revenues of \$305 - \$325 million
 - AEBITDA of \$50.0 - \$60.0 million
 - At midpoint, guidance implies **9% year/year growth in revenues** and **44% year/year growth in AEBITDA**
 - Implied **AEBITDA margin of 17.5% at midpoint**; 430bps ahead of 2022 figure
 - Results include a full year of Brainium
 - Results exclude: synergies from the Brainium transaction, and further M&A
-



PLAYSTUDIOS

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.



1Q23 AEBITDA Reconciliation

Three Months Ended March 31

	2023	2022
Net loss	(2,570,000)	(25,212,000)
Depreciation & amortization	11,033,000	8,394,000
Income tax expense	260,000	7,835,000
Stock-based compensation expense	4,853,408	6,868,000
Change in fair value of warrant liability	1,058,000	2,716,000
Change in fair value of contingent considerations	(53,000)	-
Restructuring and related(1)	4,048,101	8,654,929
Other, net(2)	(864,080)	(182,000)
AEBITDA	17,765,429	9,073,929
GAAP revenue	80,123,000	70,451,000
Margin as a % of revenue		
Net loss margin	(3%)	(36%)
AEBITDA margin	22.2%	12.9%

Amounts reported during the three months ended March 31, 2023 relate to the internal reorganization including severance-related costs, and fees related to evaluating various merger and acquisition opportunities. Amounts reported during the three months ended March 31, 2022 consist of fees related to evaluating various merger and acquisition opportunities, severance-related costs, and a non-cash impairment charge related to the suspension of Kingdom Boss development.

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

	2022	2021	2020
Net (loss) income	(17,783,000)	10,737,000	12,807,000
Depreciation & amortization	35,562,000	27,398,000	22,192,000
Income tax benefit	(5,835,000)	(258,000)	(1,671,000)
Stock-based compensation expense	17,727,260	4,455,000	3,519,000
Change in fair value of warrant liability	(1,047,000)	(13,933,000)	-
Change in fair value of contingent consideration	(2,411,000)	-	-
Special infrequent(1)	-	7,500,000	1,427,000
Restructuring and related(2)	13,020,185	3,081,776	20,092,000
Other	(980,254)	564,920	(392,000)
AEBITDA	38,253,191	39,545,696	57,974,000
GAAP Revenue	290,309,000	287,419,000	269,882,000
Margin as a % of revenue			
Net (loss) income margin	(6.1%)	3.7%	4.7%
AEBITDA Margin	13.2%	13.8%	21.5%

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.

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.

THANK YOU!



PLAYSTUDIOS



