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PLAYSTUDIOS

## **PLAYSTUDIOS Announces Games Industry Veteran Mickey Sonnino as Global COO**

LAS VEGAS--(BUSINESS WIRE)-- Today, Andrew Pascal, founder and chief executive officer of [PLAYSTUDIOS, Inc.](https://www.playstudios.com), announced the appointment of Mickey Sonnino as Chief Operating Officer of PLAYSTUDIOS, Inc. As part of a global management team, she will be based in Tel Aviv, Israel, and report directly to Mr. Pascal.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230202005312/en/>

Mickey Sonnino, Global COO of Playstudios  
(Photo: Business Wire)

“Mickey Sonnino’s breadth and depth of experience in both gaming and consumer marketing will bolster our company’s operating performance and further establish

PLAYSTUDIOS as an innovator in the gaming industry. Her background and sensibilities make her ideally suited to further advance our unique position as the leaders in rewarded play,” said Mr. Pascal.

As a member of a globally based leadership team, Ms. Sonnino will have operational responsibility for studios in the Americas, Middle East, Europe, and Asia.

PLAYSTUDIOS, Inc (MYPS) is the developer and publisher of a diverse portfolio of free to play casual games, including the most enduring name in gaming, Tetris; the highly regarded myVEGAS suite of casino-style games featuring founding partner MGM’s properties on the famed Las Vegas Strip; and casual game leaders like Solitaire, Spider Solitaire and Sudoku.

Ms. Sonnino brings more than 20 years of experience in marketing across sectors and for some of the world’s biggest brands. Most recently, Ms. Sonnino served as a member of the

Playtika Management Team in her role as Senior Vice President of Strategic Communications for Playtika Holding Corp in Tel Aviv. Prior to this role, Ms. Sonnino was Vice President of Monetization and subsequently General Manager for Slotomania, one of Playtika's leading games.

Ms. Sonnino brings a global perspective shaped by her experience working across regions and industries. In her earlier career, Ms. Sonnino developed brand strategy for Revlon's Almay brand in New York City, before taking over European brand marketing for over 400 beauty tool SKUs in the company's London office. Prior to that, Ms. Sonnino served in positions of increasing responsibility within Bristol Myers Squibb, the global pharmaceutical company based in New Jersey.

"The playAWARDS platform is an innovative player retention tool for the gaming industry and offers Rewards Partners access to a highly motivated and unusually focused audience of players who in turn can enjoy rewards from some of the world's best-known brands. Gaming lies at the intersection of entertainment and media, and I believe PLAYSTUDIOS is uniquely positioned to exploit its unique position and rapidly growing potential. I am excited to contribute and help guide the company during this dynamic stage in its evolution," said Ms. Sonnino.

Ms. Sonnino holds an MBA from the Kellogg School of Management at Northwestern University, a B.A. in computer science from Tel Aviv University, and a B.S. in mathematics and economics from the Hebrew University of Jerusalem. Before beginning her career in business, she served two years as a Course Commander in the Israeli Intelligence Forces. She lives with her husband, Avner, and their four daughters in Tel Aviv.

### **About PLAYSTUDIOS, Inc.**

PLAYSTUDIOS (Nasdaq: MYPS) creator of the groundbreaking playAWARDS loyalty platform is a publisher and developer of award-winning mobile games, including the iconic Tetris® mobile app, Pop! Slots, myVEGAS Slots, myVEGAS Blackjack, myKONAMI Slots, myVEGAS Bingo, MGM Slots Live, Solitaire, Spider Solitaire and Sudoku. The playAWARDS loyalty platform enables players to earn real-world rewards from a global collection of iconic hospitality, entertainment, and leisure brands. playAWARDS partners include MGM Resorts International, Wolfgang Puck, Norwegian Cruise Line, Resorts World, IHG, Bowlero, Gray Line Tours, and Hippodrome Casino among others. Founded by a team of veteran gaming, hospitality, and technology entrepreneurs, PLAYSTUDIOS apps combine the best elements of popular casual games with compelling real-world benefits. To learn more about PLAYSTUDIOS, visit [playstudios.com](https://playstudios.com).

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