

Annex A

Playtika UA Partner Guidelines for Ad Creation and Placement

These guidelines form an integral part of the Playtika Marketing Agreement and any affiliate program. These guidelines apply to all advertising content - both creatives supplied by Playtika and any produced by you on our behalf. These rules are mandatory to ensure compliance with our marketing standards and brand integrity. Any violation may result in immediate termination of the partnership, legal liability, and/or claims for IP infringement. Partners are solely responsible for ensuring their compliance with these standards.

Ad Creation Guidelines

DO

DON'T

Be accurate and clear* Any “news type” articles of social casino game must have a disclaimer that is in readable font: <i>THIS IS AN ADVERTISEMENT AND NOT AN ACUTAL NEWS ARTICLE. THIS PRODUCT IS INTENDED FOR USE BY THOSE 21 OR OLDER FOR AMUSEMENT PUPRPOSES ONLY. PRACTICE OR SUCCESS AT SOCIAL CASINO GAMES IS NOT RELATED TO AND DOES NOT IMPLY ANY FUTURE SUCCESS AT REAL MONEY GAMBLING</i>	Don't state or imply that anyone can win Real Money Do not use terms such as “Jackpot” without clarifying it is for “virtual coins” Do not use the word “Cash” or otherwise imply our coins are real money Any claim that someone can “win” must specify that the coins are virtual or play for fun <u>EXAMPLE:</u> Do NOT say: You could win a huge jackpot Do say: You could win a huge virtual coin jackpot
Only use actors/models that are adults If ages are mentioned, must be 24+ (for casino themed games) and/or 18+ (for casual games) Any photos/images must clearly meet the ages above, do not show people below those ages playing a game. If using a celebrity actor/influencer, make sure demographics of the audience meet our standards (90% or more must be 21+ for social casino games 90% or more must be 18+ for casual games)	Don't state or imply that we operate Real Casinos* Use the word SOCIAL or Play for Fun before, casino, slots, poker or other real world casino terminology <u>EXAMPLE:</u> Do NOT say: Slotomania has the best slots, Do say: Slotomania is the best social slots game Don't use words associated with real money gaming, <i>such as:</i> Gambling / Gambler / Currency signs (\$, €, £), Don't use images of real world casinos or currency Don't use the word Gambler (or similar, example, casino customer), even if using as a negative. <u>EXAMPLE:</u> Do NOT say: “I'm not a gambler but...”
	Don't include any mention or links to any content containing the following: <i>firearms, drugs, alcohol, tobacco, pornography, real money gambling, hate speech, or any other illegal goods, services, or activities.</i>
	Don't state or imply that a customer will always win (even if clear that coins are virtual) Do not state in any way that winning is guaranteed. <u>EXAMPLE:</u> Do not say: <i>You will win big</i> <i>Do say you may win, or you could win, or you have a chance to win</i> <u>EXAMPLE:</u> <i>You can say: Spin and you could win big</i>
	Don't portray anyone using our services irresponsibly Don't describe/show anyone playing our games as intoxicated or who may have a problem with stopping.

<u><i>*items are for casino themed games, not casual games</i></u>	Don't state or imply that our services are a way to cheat, hack, win at a real world casino * <u>EXAMPLE:</u> Do NOT say: Casinos would not want you to know about this OR You could learn how to win big at casinos
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Ad Placement Guidelines

DO

DON'T

Use only Playtika-approved creatives exactly as provided.	Do not alter, edit, crop, animate, overlay, or add/remove elements from any Playtika-provided or Playtika-approved creative materials (including videos, banners, logos, or copy) without prior written approval.
Place ads only where the audience is appropriate: 90% or more must be 21+ for social casino games 90% or more must be 18+ for casual games	Place ads on platforms, apps, or channels targeting children or teens <u>EXAMPLES:</u> Children's mobile apps YouTube channels marked "Made for Kids" Kids' entertainment sites
Ensure audience demographics are verifiable via platform data or reliable sources. Don't Place ads where audience data is missing, unknown, or unverifiable	Place ads next to or within content that includes: - Real money gambling - Drugs, alcohol, tobacco - Firearms or weapons - Pornography or sexually explicit material - Hate speech or illegal activities - Content specifically targeted at children - Religion, politics, or other controversial topics
If an advertisement is not clearly identifiable as a paid ad (such as ads styled like news articles or organic content), include the following disclaimer in a clear and readable font: <i>"THIS IS AN ADVERTISEMENT AND NOT AN ACTUAL NEWS ARTICLE. THIS PRODUCT IS INTENDED FOR USE BY THOSE 21 OR OLDER FOR AMUSEMENT PURPOSES ONLY. PRACTICE OR SUCCESS AT SOCIAL CASINO GAMES IS NOT RELATED TO AND DOES NOT IMPLY ANY FUTURE SUCCESS AT REAL MONEY GAMBLING."</i>	Don't advertise our games as follows: - Facebook advertising (without our express prior written approval) - Icon dropping/placement, push notifications and/or bookmarking or by any form of advertising that creates a permanent/semi-permanent link on a user's device - Use of any notification which imitates operating system dialogue boxes or similar; - Any incentivized traffic without our express prior written approval) - Pop-up traffic, pop-under traffic or the use of auto-redirects (i.e. non-consumer initiated directs to app

	stores).
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*If you have any questions, please contact legal –
Lisa Mathis lisam@playtika.com or Hadar Kolberg hadark@playtika.com*

IP Usage Guidelines

What we mean by Intellectual Property (“IP”): This includes our game names, logos, characters, storylines, animations, music, game visuals, and any other creative content and art made by or for Playtika.

DO

DON'T

Use only Playtika trademarks provided under the agreement.	Do not use any other trademarks, logos, or brand names.
Use all assets exactly as provided by Playtika, without edits.	Do not alter, crop, animate, recolor, or otherwise modify any assets unless directed by Playtika and with Playtika’s written approval. The use of any creative asset not expressly approved in writing by Playtika constitutes a material breach of this Agreement and may lead to legal enforcement.
Use only characters, images, or content explicitly provided by Playtika under the agreement.	Do not use other characters or assets not included in the approved package.
For WSOP and Caesars Slots (and any other third party licensed IP), obtain prior written approval for any use.	Do not use any third-party content from these games without explicit authorization. Don’t mix Playtika IP with other brands, celebrities, or influencers without Playtika’s written approval. We need to approve how and with whom our IP is shown. This avoids unauthorized endorsements or co-branding risks.
Ensure User-Generated Content (UGC) is accompanied by a signed waiver and approved by Playtika.	Do not use UGC without written permission and proper rights clearance.
Use music or sound only if covered by a valid commercial license.	Do not use any music or sound effects without license or the appropriate approval.
All original promotional materials featuring Playtika IP must be pre-approved in writing.	Do not create or distribute new content using Playtika IP without prior written approval.
Ensure that creative assets do not mimic or mislead users about association with third parties.	Do not imitate Apple Store, Disney, or any other brand or media to create confusion.

Only use official, Playtika-approved domains or social media handles provided to you in writing, and always link to verified Playtika assets or landing pages.	Do not register or use domains or social media accounts that include Playtika IP or misleading variants Strictly prohibited: any independent branding resembling Playtika or its games. Even if you don't use our actual logo or characters, copying the style, themes, or designs of our games to make something "inspired by" is not allowed.
Always include accurate and approved copyright and trademark notices as provided by us, in clear, legible English at the bottom of all creatives, webpages, or listings that use our IP e.g., © 2025 Playtika Ltd. All rights reserved, ®/™ symbols, and attribution lines)	Don't omit, alter, mistranslate, misplace, or invent legal notices. Never use Playtika trademarks or copyrighted content without proper attribution, format, or written approval - even in localized or third-party licensed contexts.
Request and obtain written approval from Playtika before using any of its IP in connection with AI tools, platforms, or content generation workflows.	Do not upload or use Playtika IP in any AI platforms without prior written approval. ⚠ Important: Uploading Playtika IP to AI platforms without prior written approval is strictly prohibited and may constitute a material IP breach.

Train your team!

**You are responsible for making sure your editors, designers, and marketers understand and follow these rules.
Share this document with them.**

Prevents the common excuse: “I didn't know - my freelancer did it”.