

IT'S MORE THAN A GAME.

PLAYSTUDIOS



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DISCLAIMER (continued)

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DISCLAIMER (continued)

Additional Information

In connection with the proposed business combination, Acies intends to file a registration statement on Form S-4 with the Securities and Exchange Commission (the "SEC"), which will include a proxy statement/prospectus, that will be both the proxy statement to be distributed to holders of Acies' ordinary shares in connection with its solicitation of proxies for the vote by Acies' shareholders with respect to the proposed business combination and other matters as may be described in the registration statement, as well as the prospectus relating to the offer and sale of the securities to be issued in the business combination. After the registration statement is declared effective, Acies will mail a definitive proxy statement/prospectus and other relevant documents to its stockholders. This document does not contain all the information that should be considered concerning the proposed business combination and is not intended to form the basis of any investment decision or any other decision in respect of the business combination. Acies' shareholders, the Company's stockholders and other interested persons are advised to read, when available, the preliminary proxy statement/prospectus included in the registration statement and the amendments thereto and the definitive proxy statement/prospectus and other documents filed in connection with the proposed business combination, as these materials will contain important information about the Company, Acies and the business combination. When available, the definitive proxy statement/prospectus and other relevant materials for the proposed business combination will be mailed to stockholders of Acies as of a record date to be established for voting on the proposed business combination. Acies' shareholders and the Company's stockholders will also be able to obtain copies of the proxy statement / prospectus and other documents filed with the SEC, without charge, once available, at the SEC's website at www.sec.gov.

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INVESTMENT HIGHLIGHTS

\$435M

'22 REVENUE

\$90M

'22 AEBITDA

46%

'19-'22 AEBITDA CAGR

+100M

DOWNLOADS LTD

4.2M

MAU

56

MINUTES PLAY/DAY



Massive Market Opportunity



Dedicated Network of Players



Compelling Library of Games



Robust Pipeline of New Games



Proprietary Loyalty Platform



Global Network of Award Partners



Proven record of efficient capital allocation



Founder-led Industry-leading Talent



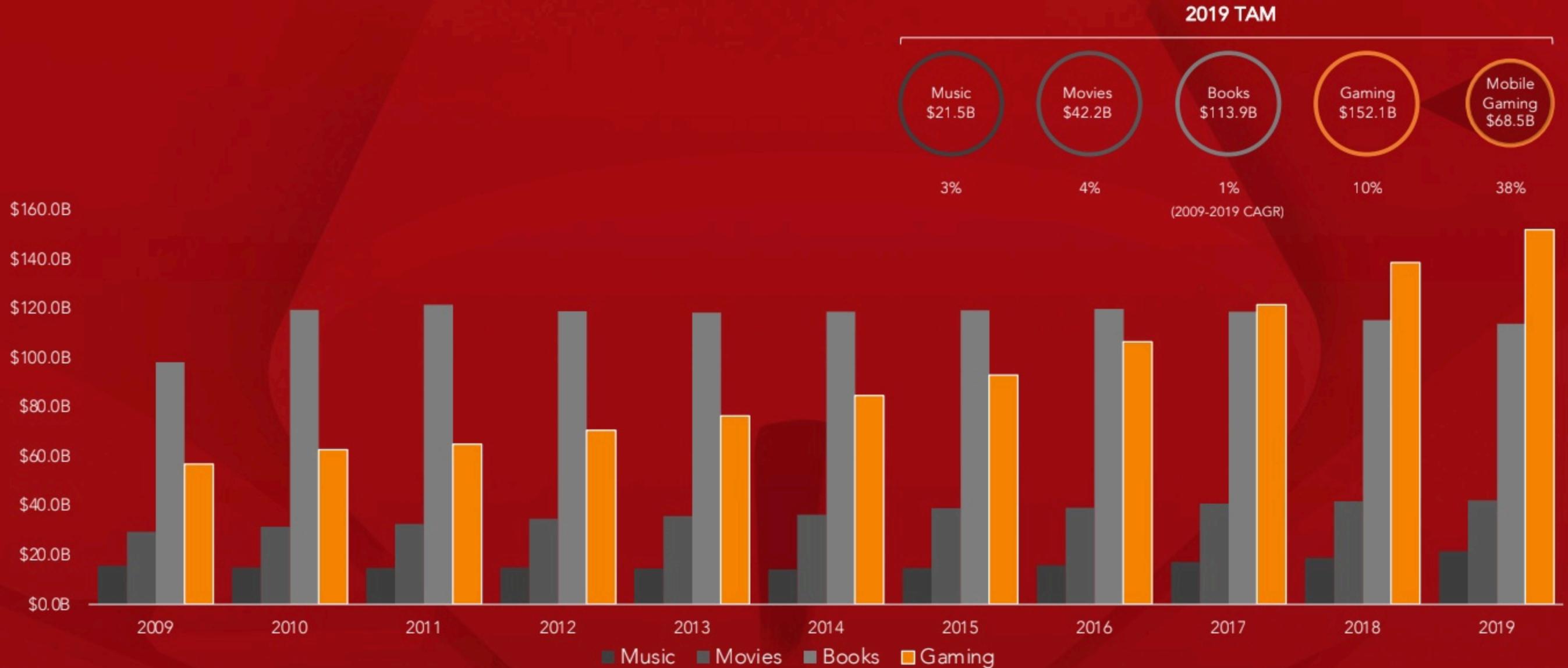
Note: Revenue & AEBITDA numbers expressed are 2022E

CONTEXT



THE MARKET IS MASSIVE

Gaming has eclipsed music, movies, and books.



Source: Statista, IBISWorld, Tech Crunch, Newzoo, Marketline, Gigaom
 Note: Music includes all recorded music, movies includes global box office, books includes book publishing

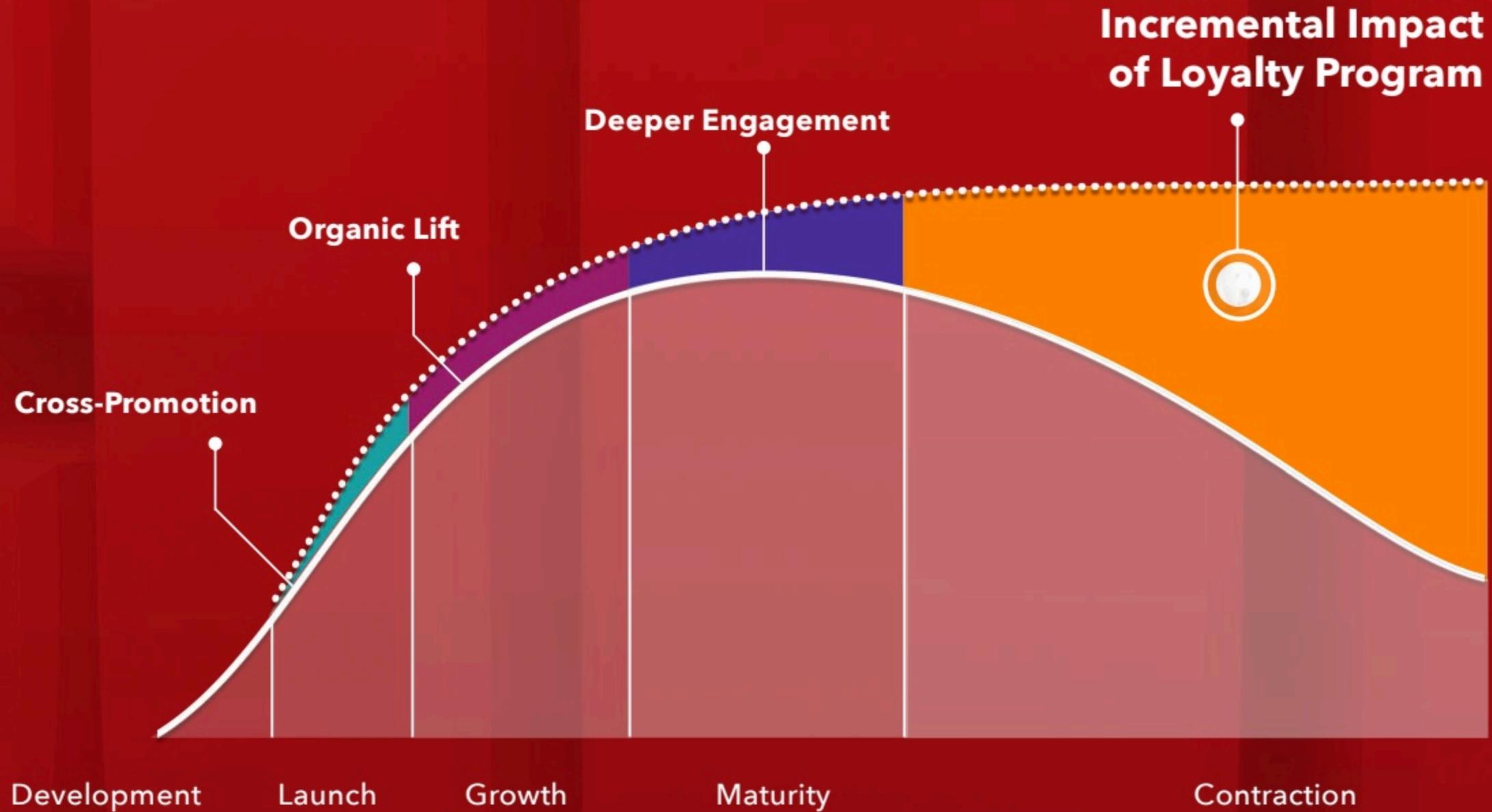
THE CREATOR'S DILEMMA

The 'inevitable' life-cycle of a great game.



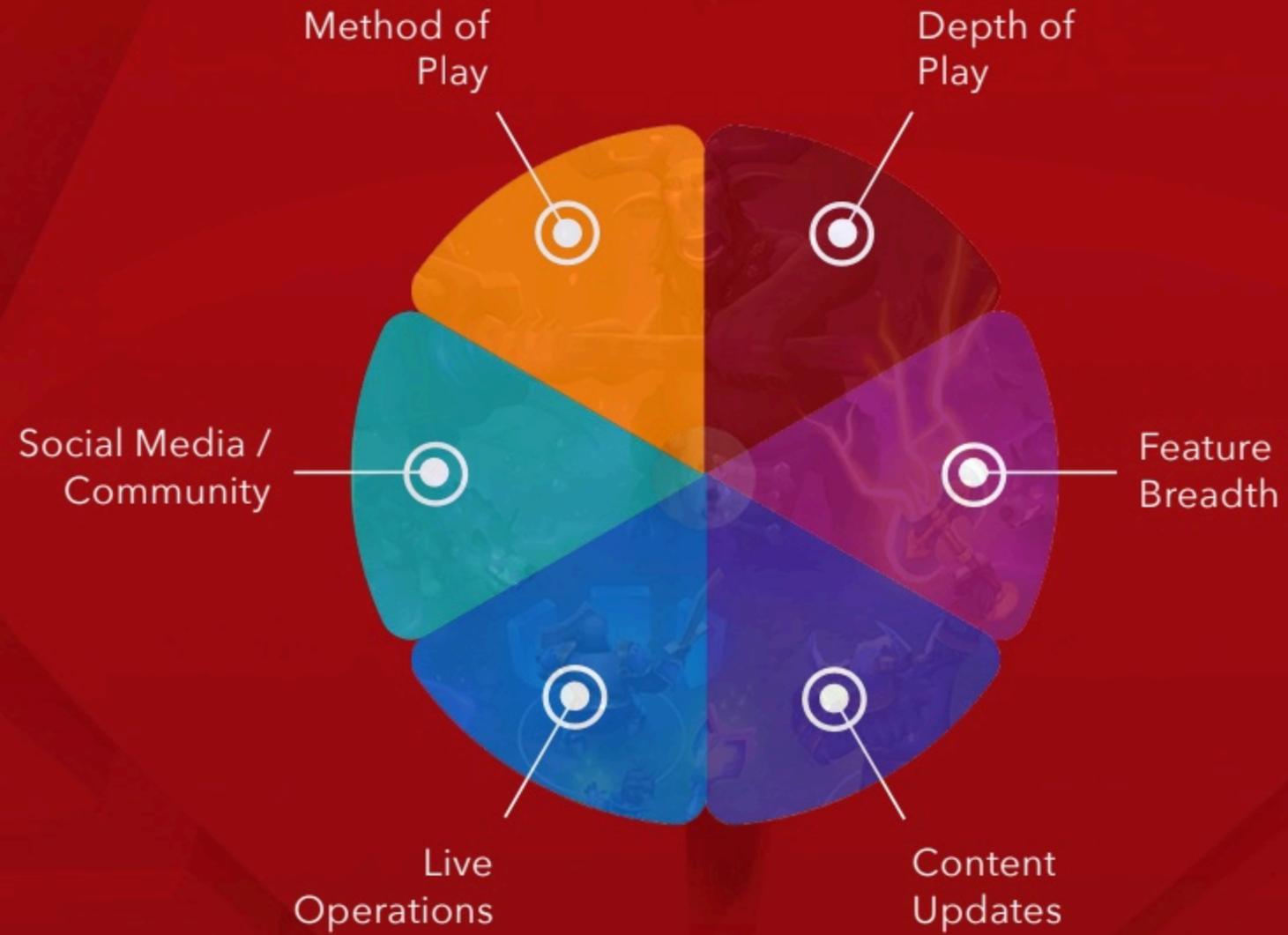
THE LOYALTY LIFT

Loyalty mechanics drive lasting engagement.



THE COMPOSITION OF VALUE

Value drivers in a traditional gaming experience.



THE PLAYSTUDIOS APPROACH

The added value of playAWARDS – play free games, earn real rewards!

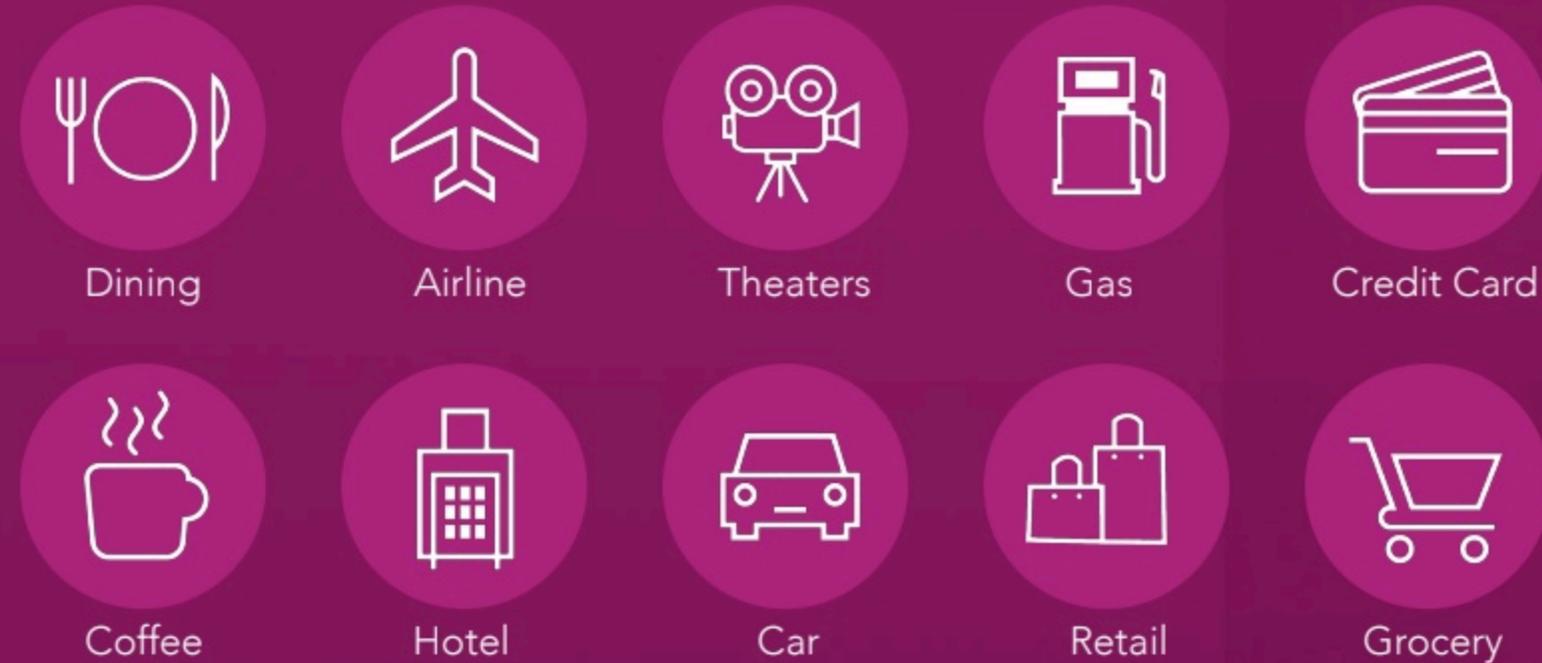


LOYALTY



LOYALTY PROGRAMS WORK

Loyalty programs have been broadly adopted across most consumer industries.



78%

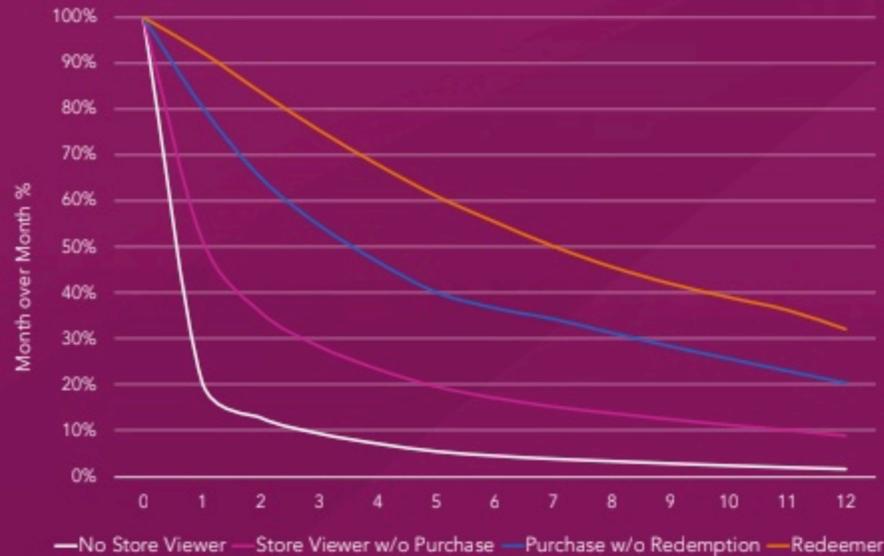
More consumer engagement with brands offering loyalty programs.



OUR LOYALTY PROGRAM WORKS

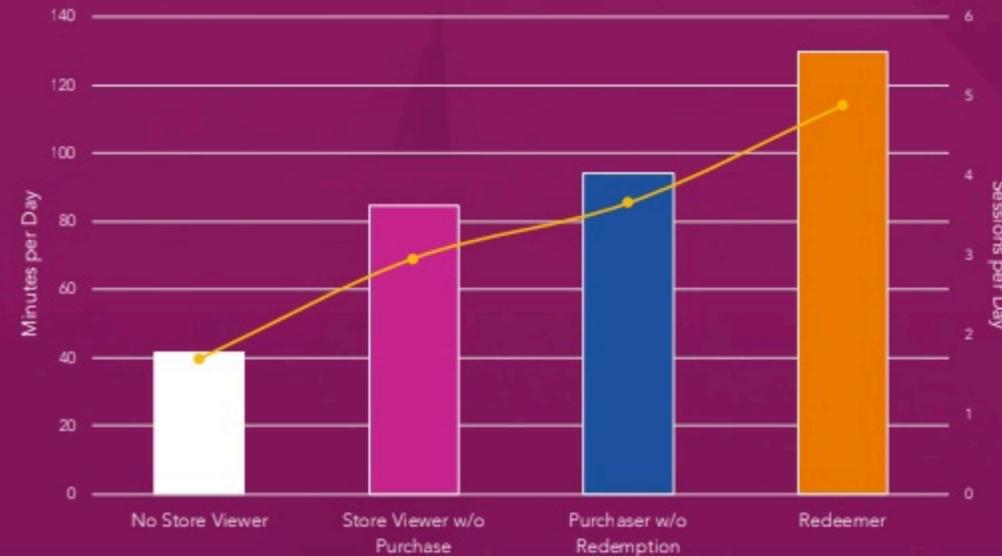
playAWARDS drives increased retention, engagement and monetization.

Retention



10X Retention lift for Redeemers vs No-Store Viewers

Engagement



3X Engagement lift for Redeemers vs No-Store Viewers

Monetization



4X Spending lift for Redeemers vs No-Store Viewers



Note: Numbers based on Calendar Year 2019 (pre-COVID)

OUR LOYALTY PROGRAM WORKS

Players have purchased over 10,000,000 rewards with a retail value of nearly \$500M

