



# Playtika

Locations: Israel (HQ)

Industries: Media and Entertainment

## RISK LEVEL:



Medium Risk

### DESCRIPTION:

Playtika is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Playtika occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries.** Lower Risk

*Playtika has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** N/A

*Playtika does not publish charitable giving guidelines (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature.** High Risk

*Playtika appears to prioritize diversity over merit in its business structure, including its recruitment. From its 2023 ESG Report: "Our goal is to publicly position Playtika among the top companies known for proactively recruiting and supporting LGBTQ+ employees" (1). Playtika does not provide viewpoint protections for its employees (2).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.** High Risk

*Playtika advocated for the LGBTQ+ movement in 2018 by allowing its employees to go on an LGBT strike (1). The company supports ESG within its business practices. From its ESG Report: "Playtika employees are one focal point of our ESG strategy" (2).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

*Playtika sponsored the Offer Nissim LGBTQ Pride concert in 2023, as well as the DJ Offer Nissim 2023 LGBTQ Pride Party (1)(2). The company was also a top-level sponsor for Pride & Beyond: Israel's first summit for LGBTQ+ students and professionals (3)(4). Otherwise, there are no publicly known cases of Playtika using corporate funds to advance ideological causes, organizations, or policies (5).*

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

*Playtika does not operate a PAC or engage in lobbying at this time (1)(2)(3).*

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