

Overview of Playtika Holding Corp.

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Goals and Objectives of the Research

Research Objective: To study Playtika Holding Corp. publicly available financial information, determine the company's development strategy, and compile an overview of its Annual Financial Reports.

Research Tasks:

- Find the company's comprehensive financial and corporate information;
- Analyze the gathered information;
- Draw conclusions based on the analyzed data.

Disclaimers

The information collected in this report reflects data from the company's public reports and is not questioned or verified via other sources. In other words, information from the company's public reports is taken and used as is.

If additional information from other sources is used or if the data used is reflective of the researcher's personal opinion, this will be labeled accordingly.

Document Markup

- Playtika Holding Corp. - Playtika;
- FY - Financial Year;
- This report uses the American number format: a period is used as the decimal separator, while commas separate thousands;
- Year-over-year (YoY) calculations of relative values were not performed in cases where last year's profit changed to a loss in the current year and vice versa within the scope of the current report;
- Playtika Annual Report Period is from December 31, 2022 to December 31, 2023;
 - The specified financial year coincides with the calendar year.

Conclusions

General Information

Parameter	Playtika Holding Corp.
Website	playtika.com
Country (location)	Israel
Country (issuer)	USA*
Year of foundation	2010
Founders	Robert Antokol and Uri Shahak
Sector	Technology
Type	Public
Year of IPO	2021
Stock market	NASDAQ-GS
Ticker	PLTK
Previous Annual Report from Data40	-
Previous Quarterly Report from Data40	-

*Note: To access the registry, enter the company name in the "Entity Name" field, enter the File Number in the "File Number" field (6118455) and click "Search." In the "Entity Name" line, select the Playtika Holding Corp. company.

Members of the Board and Managers

Board of Directors ¹		
Name	Title	Since
Robert Antokol	Chief Executive Officer and Chairperson of the Board	2010
Marc Beilinson	Independent Director	2020
Tian Lin	Director	2016
Bing Yuan	Director	2020
Hong Du	Director	2022
Dana Gross	Director	2022

Executive Team ²		
Name	Title	Since
Robert Antokol	Chief Executive Officer and Chairperson of the Board	2010
Craig Abrahams	President and Chief Financial Officer	2019
Michael Cohen	Chief Legal Officer	2016
Nir Korczak	Chief Marketing Officer	2017
Gili Brudno	Chief Human Resources Officer	2023

¹ [Playtika web, Board of Directors](#)

² [Playtika web, Management](#)

Employees

Parameter	Number of Employees
Number of Employees as of Dec 31, 2021	≈ 4,000 ³
Number of Employees as of Dec 31, 2022	≈ 3,800 ⁴
Number of Employees as of Dec 31, 2023	≈ 3,600 ⁵

Shareholders

Shareholders Structure

Ownership Breakdown as of Jun 7, 2024 ⁶		
Owner Type	Number of Shares	Ownership Percentage, %
Private Companies	224,199,978	59.20
Individual Insiders	99,093,494	26.20
Institutions	55,211,070	14.60
State or Government	48,464	0.01
Total Shares	378,553,006	100.00

Total Shares Outstanding - 370,000,000 (as of December 31, 2023).⁷

³ [Playtika Consolidated Annual Report 2021, p.16](#)

⁴ [Playtika Consolidated Annual Report 2022, p.16](#)

⁵ [Playtika Consolidated Annual Report 2023, p.17](#)

⁶ [SimplyWall, Playtika Holding Corp. Ownership Breakdown](#)

⁷ [Playtika Consolidated Annual Report 2023, p.91](#)

Shareholders Equities

Top 10 Shareholders as of Jun 7, 2024 ⁸				
Name	Number of Shares	Current Value ⁹ , mill USD	Last Reported Holding Date	Ownership Percentage, %
Alpha Frontier Ltd.	205,312,525	1,800.00	Dec 30, 2023	55.30
On Chau	79,910,506	718.40	Jul 28, 2023	21.50
Hazlet Global Limited	18,877,659	169.70	Dec 30, 2023	5.09
Robert Antokol	14,644,549	131.70	Apr 16, 2024	3.95
Pacer Advisors, Inc.	7,867,706	70.70	Mar 31, 2024	2.12
LSV Asset Management	7,756,485	69.70	Mar 31, 2024	2.09
AQR Capital Management, LLC	4,688,058	42.10	Mar 31, 2024	1.26
The Vanguard Group, Inc.	3,566,049	32.10	Mar 31, 2024	0.96
BlackRock, Inc.	2,852,696	25.60	Mar 31, 2024	0.77
Manulife Asset Management	2,392,831	21.50	Mar 31, 2024	0.64
Total Top 10	347,869,064	3,081.50	-	93.68

⁸ [SimplyWall, Playtika Holding Corp. Top Shareholders](#)

⁹ As of June 7, 2024

Stock Information (Bonus Chapter)

TradingView Retrospective¹⁰

As of May 31, 2023 to May 31, 2024



Date	Open Price, USD	Highest Price, USD	Lowest Price, USD	Close Price, USD
May 31, 2023	9.86	10.08	9.74	10.03
May 31, 2024	8.78	8.86	8.64	8.74

Price MAX: 12.90 USD (July 13, 2023).

Price MIN: 6.25 USD (March 5, 2024).

The company's shares fell by 12.86% from May 31, 2023 to May 31, 2024.

¹⁰ [Tradingview, Playtika Holding Corp. Chart](#)

As of December 31, 2021 to December 31, 2023



Date	Open Price, USD	Highest Price, USD	Lowest Price, USD	Close Price, USD
Dec 31, 2021	17.55	17.87	17.25	17.29
Dec 31, 2023	8.62	8.78	8.58	8.72

Price MAX: 21.45 USD (February 28, 2022).

Price MIN: 7.58 USD (November 9, 2023).

Shares dropped by 49.57% from December 31, 2021 to December 31, 2023.

Mergers, Acquisitions, and Subsidiaries¹¹

Mergers and Acquisitions		
Name	Date	Price, mill USD
Bingo Blitz	2012	-
World Series of Poker (social)	2013	-
House of Fun	Feb 14, 2014	-
Jelly Button	Oct 2, 2017	-
Wooga	Nov 29, 2018	204.1
Supertreat	Jan 16, 2019	151.2
Seriously	Jul 30, 2019	281.2
Reworks OY	Aug 31, 2021	438.7
JustPlay	Mar 21, 2022	42
Youda Games	Aug 28, 2023	89.9
InnPlay Labs	Sep 28, 2023	140.5

Playtika Ltd. was founded in 2010 in Israel. In 2011 Playtika Ltd. was acquired by Caesars Interactive Entertainment Israel, Inc.¹²

In August 2016 a company was founded under the name Playtika Holdings, LLC, for the purpose of the Giant Acquisition. In September 2016, the company filed a certificate of conversion to a Delaware corporation and changed name to Playtika Holding Corp. In 2016 Playtika was acquired by Alpha Frontier Limited (Alpha), which is controlled by a consortium of investors led by Giant Network Group Co., Ltd. A consortium announced an agreement with Caesars Interactive Entertainment, Inc. to acquire social and mobile games business Playtika in an all-cash deal for 4,400 million USD. Following the Giant Acquisition, Alpha transferred 100% of common stock Playtika Holding Corp. to its wholly owned subsidiary, Playtika Holding UK.^{13 14}

¹¹ [Playtika, Get to Know Us](#)

¹² [Sec.gov, XML 136 R27.htm IDEA: XBRL DOCUMENT](#)

¹³ [Sec.gov, EX-99.1 4 d236359dex991.htm EX-99.1](#)

¹⁴ [Playtika, Oct 16 2020 Draft Securities Registration Statement, p. 6](#)

Subsidiaries ¹⁵	
Name	Jurisdiction
Playtika Ltd	Israel
Playtika UK - House of Fun Limited	England and Wales
Playtika Santa Monica Holdings, LLC	Nevada
Reworks Oy	Finland
Supertreat GMBH	Austria
Wooga GMBH	Germany

Note: This section may not fully represent all the company's transactions, but, within the scope of this current report, presents the maximum amount of information available via open sources.

¹⁵ [Playtika Consolidated Annual Report 2022, Exhibit 21.1](#)

Company Strategy^{16 17}

Playtika Holding Corp. developer and publisher of mobile games, in the genre of Social Casino games and Casual games. The company monetizes its products by selling virtual items in online games through third-party web and mobile platforms, for example: Apple, Facebook, Google and through its own Direct-to-Consumer platforms, for example: [Slotomania](#), [Playwsop](#).

“Our mission is to entertain the world through infinite ways to play.

We are one of the world’s leading developers of mobile games creating fun, innovative experiences that entertain and engage our users. We have built best-in-class live game operations services and a proprietary technology platform to support our portfolio of games which enable us to drive strong user engagement and monetization. Our games are free-to-play, and we are experts in providing novel, curated in-game content and offers to our users, at optimal points in their game journeys. Our players love our games because they are fun, creative, engaging, and kept fresh through a release of new features that are customized for different player segments. As a result, we have retained paying users over long periods of time.

We have primarily grown our game portfolio through acquisitions. Once we acquire games, we seek to enhance the scale and profitability of those games by applying our live operations services and our technology platform, the Playtika Boost Platform. By leveraging this platform, our game studios can dedicate a greater portion of their time to creating innovative content, features, and experiences for players.”

“Our Core Strengths:

- Portfolio of sustainable, top grossing games with a loyal user base;
- We are experts in live operations;
- Our financial discipline drives our success and provides us greater flexibility to deploy capital;
- Founder-led management team with longstanding tenure at Playtika;
- Successful track record of pursuing value accretive acquisitions;
- Data-driven performance marketing capabilities drive our high-ROI user acquisition.”

Competition:¹⁸

- [Tencent Holdings](#);
- [Microsoft \(Activision Blizzard\)](#);
- [Electronic Arts](#);
- [Take-Two Interactive \(Zynga\)](#);
- [Light & Wonder \(SciPlay\)](#);
- [AppLovin](#);
- [Aristocrat \(Pixel United\)](#).

¹⁶ In this chapter, quotes are used from the [Playtika Consolidated Annual Report 2023, p.8-9](#)

¹⁷ [Playtika Consolidated Annual Report 2023, p.67](#)

¹⁸ [Playtika Consolidated Annual Report 2023, p.12](#)

Risk Factors. The company divides the risks into 5 groups:

- Risks Related to Business;¹⁹
- Risks Related to International Operations and Ownership;²⁰
- Risks Related to Information Technology and Data Security;²¹
- Risks Related to Intellectual Property;²²
- General Risks.²³

Games

Genres of Games

Main game genres:²⁴

- Sandbox
- Real-Time Strategy (RTS)
- Shooter:
 - FPS
 - TPS
- Multiplayer Online Battle Arena (MOBA)
- Role-Playing:
 - RPG
 - ARPG
 - CRPG
 - MMORPG
 - TRPG
 - Roguelike
 - Roguelite
- Simulation and Sports
- Puzzler and Party Game
- Action-Adventure
- Survival and Horror
- Platformer

Note: This gaming genre structure, in our view, is the most comprehensive and flexible when specifying the genre of a particular game.

¹⁹ [Playtika Consolidated Annual Report 2023, p.18-37](#)

²⁰ [Playtika Consolidated Annual Report 2023, p.37-43](#)

²¹ [Playtika Consolidated Annual Report 2023, p.43-50](#)

²² [Playtika Consolidated Annual Report 2023, p.50-56](#)

²³ [Playtika Consolidated Annual Report 2023, p.56-59](#)

²⁴ [Hp, Video Game Genres](#)

Gaming Structure

Segment information: The company operates its business as one operating segment and one reportable segment.²⁵

To the description of the genres of Playtika games added Social Casino games genres - online casino games or simulated gambling, are virtual versions of traditional casino games that are played on social networking platforms, mobile devices or gaming websites. Social Casino games reproduce the atmosphere and excitement of casinos without resorting to real money gambling.

In 2023, Playtika's portfolio includes 24 games. The portfolio includes casual games and social casino-themed games. In 2023, casual games generated 56.7% of revenue, and casino-themed social games generated 43.3%. Slotomania and Bingo Blitz account for 46% of revenues for 2023.²⁶

Famous Game²⁷

Name	Genre
Bingo Blitz	Adventure
Slotomania*	Social Casino
June's Journey	Puzzlers and Party Game
Ghost Detective	Puzzlers and Party Game
Switchcraft	Puzzlers and Party Game
Pearl's Peril	Puzzlers and Party Game
Tropicats	Puzzlers and Party Game
Jelly Splash	Puzzlers and Party Game
Solitaire Grand Harvest	Puzzlers and Party Game
House of Fun*	Social Casino
WSOP	Social Casino
Caesars Slots*	Social Casino
Best Fiends	Puzzlers and Party Game

²⁵ [Playtika Consolidated Annual Report 2023, p.126](#)

²⁶ [Playtika Consolidated Annual Report 2023, p.11-12](#)

²⁷ [Playtika web, Games](#)

Best Friends Stars	Puzzlers and Party Game
Animals and Coins	Adventure
Governor of Poker 3	Social Casino
Redecor	Simulation and Sports
Board Kings	Puzzlers and Party Game
Pirate Kings	Role-Playing
Poker Heat	Social Casino
Monopoly Poker	Social Casino
Vegas Downtown Slots & Words	Social Casino
1V1.LOL	Shooter
JustFall.LOL	Role-Playing

*Note: The number of slot games in 2023:

- Slotomania with 300 slot games;
- House of Fun with 400 slot games;
- Caesars Slots with 200 slot games.

Genres percentages

Name	Amount	Percentage, %
Puzzlers and Party Game	10	41.67
Social Casino	8	33.33
Adventure	2	8.33
Role-Playing	2	8.33
Simulation and Sports	2	8.33
Total	24	100.00

Technology²⁸

The company has developed and owns the Playtika Boost Platform, which is equipped with a machine learning platform and artificial intelligence mechanisms for use in marketing, game exploitation and monetization.

The Playtika Boost Platform includes:

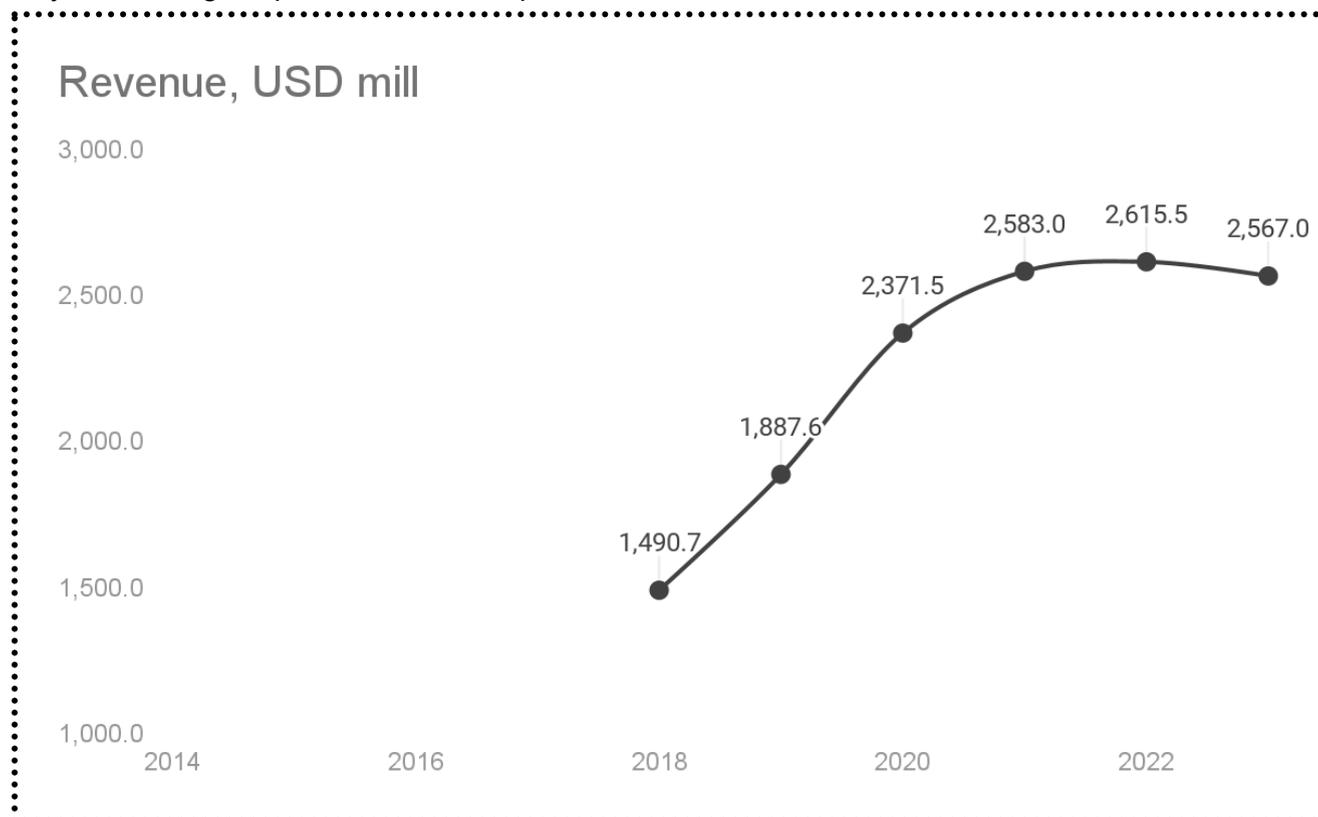
- Digital Studio suite, which is being developed to use digital and AI technologies to marketing, game operations and monetization, including generative AI models for art processes and for customer support and VIP processes;
- Meta-games and monetization events, including tournaments, challenges, and missions;
- Payment systems, including payment page optimization tools used for direct-to-consumer and [Playtika Webstore](#) transactions;
- Loyalty programs;
- User identity to enable user registration with games and across Playtika's portfolio;
- Data analytics infrastructure, including business intelligence, simulation, and modeling frameworks and dashboards;
- User data, including segmentation and grouping, enabling customizable content curation;
- Social gaming infrastructure, including multiplayer game services, match-making algorithms, clans, and intra-game social networking;
- Customer service, monitoring, disaster recovery, alerts, and security.

²⁸ [Playtika Consolidated Annual Report 2023, p.9-10](#)

Financial Statements for 2023 Fiscal Year Revenue Retrospective

Revenue Retrospective

Playtika Holding Corp. Revenue Retrospective for 2018-2023^{29 30}



Note: The company's website does not provide annual reports for the periods from 2010 to 2019. From 2011 to 2016, the company was part of Caesars Interactive Entertainment Israel, Inc. In 2016, Playtika was acquired by Alpha Frontier Limited, which is controlled by a consortium of investors led by Giant Network Group Co., Ltd. Following the acquisition, Alpha Frontier Limited transferred 100% of common stock Playtika Holding Corp. to its wholly owned subsidiary, [Playtika Holding UK](#). The revenue retrospective is based on information available from 2018 in the [Playtika Consolidated Annual Report 2020](#).

²⁹ [Playtika Consolidated Annual Report 2023, p.90](#)

³⁰ [Playtika Consolidated Annual Report 2020, p.76](#)

Sales per Contracts with Customers

Revenue from Contracts with Customers³¹

(In million, except Percentages)

Parameter	2023, USD	YoY, %	2022, USD	YoY, %	2021, USD
Third-party platforms	1,927.6	-4.03	2,008.6	-2.21	2,054.0
Direct-to-Consumer platforms	639.4	5.36	606.9	14.73	529.0
Total Consolidated Revenue	2,567.0	-1.85	2,615.5	1.26	2,583.0

Net Revenue Structure 2023 Percentages

Parameter	Percentage, %
Third-party platforms	75.09
Direct-to-Consumer platforms	24.91

Sales per Region

Revenue by Geographic Location³²

(In million, except Percentages)

Parameter	2023, USD	YoY, %	2022, USD	YoY, %	2021, USD
USA	1,777.5	-3.55	1,843.0	1.45	1,816.7
EMEA	431.9	10.72	390.1	1.64	383.8
APAC	180.9	-10.22	201.5	-2.61	206.9
Other	176.7	-2.32	180.9	3.02	175.6
Total Consolidated Revenue	2,567.0	-1.85	2,615.5	1.26	2,583.0

³¹ [Playtika Consolidated Annual Report 2023, p.125](#)

³² [Playtika Consolidated Annual Report 2023, p.125](#)

Sales by Region 2023 Percentages

Parameter	Percentage, %
USA	69.24
EMEA	16.83
APAC	7.05
Other	6.88

Dividend Information

(In million, except Per share data and Percentages)

Parameter	2023, USD	YoY, %	2022, USD	YoY, %	2021, USD
Per share	-	-	-	-	-
Cash dividends declared	-	-	-	-	-

Note: The company did not pay dividends in 2023, 2022 and 2021.

On February 25, 2024, company declared a cash dividend of 0.10 USD per share outstanding common stock, payable on April 5, 2024 to stockholders of record as of the close of business on March 22, 2024.³³

³³ [Playtika Consolidated Annual Report 2023, p.64](#)

Balance Sheet^{34 35}

(In million, except Percentages)

Parameter	at Dec 31, 2023, USD	YoY, %	at Dec 31, 2022, USD	YoY, %	at Dec 31, 2021, USD
Assets					
Total Current Assets	1,351.1	31.83	1,024.9	-23.27	1,335.7
Total Long-Term Assets	1,823.9	9.04	1,672.7	13.98	1,467.6
Total Assets	3,175.0	17.70	2,697.6	-3.77	2,803.3
Liabilities					
Total Current Liabilities	539.6	16.85	461.8	-18.94	569.7
Total Long-Term Liabilities	2,856.9	1.87	2,804.4	7.39	2,611.3
Total Liabilities	3,396.5	3.99	3,266.2	2.68	3,181.0
Total Equity	(221.5)	-61.04	(568.6)	50.54	(377.7)

Income Statement³⁶

(In million, except EPS data and Percentages)

Parameter	2023, USD	YoY, %	2022, USD	YoY, %	2021, USD
Revenue	2,567.0	-1.85	2,615.5	1.26	2,583.0
Total costs and expenses	2,065.4	-3.67	2,144.1	6.10	2,020.8
Net Income	235.0	-14.64	275.3	-10.76	308.5
Comprehensive Income	238.0	-17.85	289.7	-1.80	295.0
EPS Basic	0.64 USD	-7.25	0.69 USD	-8.00	0.75 USD
EPS Diluted	0.64 USD	-7.25	0.69 USD	-8.00	0.75 USD

³⁴ [Playtika Consolidated Annual Report 2023, p.89](#)

³⁵ [Playtika Consolidated Annual Report 2022, p.87](#)

³⁶ [Playtika Consolidated Annual Report 2023, p.90](#)

Cashflow Statement³⁷

(In million, except Percentages)

Parameter	2023, USD	YoY, %	2022, USD	YoY, %	2021, USD
Cash flows from operating activities	515.6	4.44	493.7	-10.51	551.7
Cash flows from investing activities	(240.2)	221.98	(74.6)	-87.76	(609.4)
Cash flows from financing activities	(18.2)	-97.21	(652.0)	-	559.7

Criticism

In 2022, Playtika was criticized for switching from the social casino genre to casual games. The subject of criticism was the results for the third quarter of 2022, which revealed a change in portfolio revenues: during the year, the gaming company moved from most of its revenue from social casinos to the majority of its revenue from casual games as shown in the income report:

- Casual portfolio grew revenue 14.40% year-over-year, comprising 54.90% of total revenue;
- Social Casino portfolio revenue declined 10.20% year-over-year, comprising 45.10% of total revenue ([Earnings Release, Reports Third Quarter 2022 Results](#)).³⁸

Legal proceedings. During its existence, the company faced lawsuits and complaints that relate to:³⁹

- Violations of intellectual property patent rights;
- Lawsuits for violations of the law related to illegal gambling;
- Violations of federal securities laws, violations by the company's directors of their fiduciary duties.

³⁷ [Playtika Consolidated Annual Report 2023, p.92](#)

³⁸ [Deconstructor of Fun, Playtika goes from social casino to casual - and that's not good](#)

³⁹ [Playtika Consolidated Annual Report 2023, p.61-62](#)

Analyst's Opinion

Summary

Playtika Holding Corp. is a developer and publisher of mobile games, in the genre of Social Casino games and Casual games. The company was founded in 2010 in Israel. In 2021, the company became public.

Shares of Playtika trade on the [Nasdaq Global Select Market](#) under the ticker symbol [PLTK](#). Total Shares Outstanding - 370,000,000 as of December 31, 2023. The company did not pay dividends in 2023, 2022 and 2021. On February 25, 2024, the company declared a cash dividend of 0.10 USD per shares outstanding common stock, payable on April 5, 2024. During the period from December 31, 2021 to December 31, 2023, the price of the company's shares decreased by 49.57% from 17.29 USD to 8.72 USD, respectively

The company's M&A strategy includes a selection of mobile games and studios: JustPlay in 2022, Reworks in 2021, Seriously in 2019, Supertreat in 2019, Wooga in 2018, Jelly Button in 2017, House of Fun in 2014, World Series of Poker in 2013 and Bingo Blitz in 2012. In 2023, Playtika made 2 acquisitions:

- On August 28, 2023, the acquisition of the Youda Games;
- On September 28, 2023 the acquisition of the G.S InnPlay Labs Ltd.

In 2023, Playtika's portfolio includes 24 games. The portfolio includes casual games and social casino-themed games. In 2023, casual games generated 56.7% of revenue, and casino-themed social games generated 43.3%. Slotomania and Bingo Blitz account for 46% of revenues for 2023.⁴⁰

Revenue in 2023 amounted to 2,567.0 million USD, which is 1.85% lower than Revenue in 2022 amounting to 2,615.5 million USD and 0.62% lower than Revenue in 2021 which amounted to 2,583.0 million USD.

Sales per Contracts with Customers in 2023: Third-party platform - 1,927.6 million USD, Direct-to-Consumer platforms - 639.4 million USD, which is 75.09% and 24.91% of total revenue, respectively.

Revenue by Geographic Location in 2023: USA - 1,777.5 million USD, EMEA - 431.9 million USD, APAC - 180.9 million USD, Other - 176.7 million USD, which is 69.24%, 16.83%, 7.05% and 6.88% of total revenue, respectively.

Total Equity as of December 31, 2023, amounted to 221.5 million USD. Total Current Assets as of December 31, 2023, were 1,351.1 million USD, which is 811.5 million USD higher than the Total Current Liabilities of 539.6 million USD.

⁴⁰ [Playtika Consolidated Annual Report 2023, p.11-12](#)

Sources List

- [Playtika](#)
- [SEC.gov](#)
- [Delaware.gov](#)
- [LinkedIn](#)
- [Nasdaq](#)
- [Simply Wall St](#)
- [TradingView](#)
- [HP.com](#)
- [Deconstructor of Fun](#)
- [Earnings Release, Reports Third Quarter 2022 Results](#)
- [Playtika Consolidated Annual Report 2023](#)
- [Playtika Consolidated Annual Report 2022](#)
- [Playtika Consolidated Annual Report 2021](#)
- [Playtika Consolidated Annual Report 2020](#)
- [Playtika, Oct 16 2020 Draft Securities Registration Statement](#)

META



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[Website: Data40.com](https://data40.com)

E-mail: danila@data40.com

Phone: +44 770-141-90-59

Address: 010000, Republic of Kazakhstan, Astana city, Yesil district, Dostyk street 20, office 1501

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