



## Activision Blizzard Announces Despatch of Rule 15 Proposals Related to Proposed Acquisition of King Digital Entertainment plc

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### **FOR IMMEDIATE RELEASE**

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Blizzard, Inc. (Nasdaq:ATVI) announced today that in relation to the Company's proposed acquisition of King Digital Entertainment plc through its wholly owned subsidiary ABS Partners C.V., previously announced on November 2, 2015, ABS Partners C.V. and King Digital Entertainment plc have jointly despatched proposals to the holders of convertible securities (for example, stock options) of King Digital Entertainment plc in accordance with the requirements of Rule 15 of the Irish Takeover Rules together with the form of acceptance for each proposal (the "**Proposal Documents**"). The Proposal Documents are being made available for inspection on [activisionblizzard.acquisitionoffer.com](http://activisionblizzard.acquisitionoffer.com) in accordance with Rule 26 of the Irish Takeover Rules. For the avoidance of doubt, the content of such website is not incorporated into, and does not form part of, this announcement.

### **Responsibility for this Announcement**

*The directors of Activision Blizzard, Inc. and the sole manager of ABS Partners I, LLC (in its capacity as the general partner of ABS Partners C.V., a wholly-owned subsidiary of Activision Blizzard, Inc. formed for the purpose of acquiring King Digital Entertainment plc) accept responsibility for the information contained in this announcement. To the best of the knowledge and belief of the directors of Activision Blizzard, Inc. and the sole manager of ABS Partners I, LLC (in its capacity as the general partner of ABS Partners C.V.) (who have taken all reasonable care to ensure that such is the case), the information contained in this announcement is in accordance with the facts and does not omit anything likely to affect the import of such information.*

### **Disclosure Requirements for Certain Holders of King Digital Entertainment plc Securities**

*Under the provisions of Rule 8.3 of the Irish Takeover Rules, if any person is, or becomes, "interested" (directly or indirectly) in, 1% or more of any class of "relevant securities" of King Digital Entertainment plc, all "dealings" in any "relevant securities" of King Digital Entertainment plc (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by not later than 3:30 pm ET/New York time on the "business day" following the date of the relevant transaction. This requirement will continue until the offer period ends. If two or more persons co-operate on the basis of any agreement, either express or tacit, either oral or written, to acquire an "interest" in "relevant securities" of King Digital Entertainment plc, they will be deemed to be a single person for the purpose of Rule 8.3 of the Irish Takeover Rules.*

*Under the provisions of Rule 8.1 of the Irish Takeover Rules, all "dealings" in "relevant securities" of King Digital Entertainment plc by Activision Blizzard, Inc. or ABS Partners C.V. or by any party acting in concert with it, must also be disclosed by no later than 12 noon ET/New York time on the "business" day following the date of the relevant transaction.*

*A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, can be found on the Irish Takeover Panel's website at [www.irishtakeoverpanel.ie](http://www.irishtakeoverpanel.ie).*

*"Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities.*

*Terms in quotation marks are defined in the Irish Takeover Rules, which can also be found on the Irish Takeover Panel's website.*

*If you are in any doubt as to whether or not you are required to disclose a dealing under Rule 8, please consult the Irish Takeover Panel's website at [www.irishtakeoverpanel.ie](http://www.irishtakeoverpanel.ie) or contact the Irish Takeover Panel on telephone number +353 1 678 9020 or fax number +353 1 678 9289.*

### **Publication on Website**

*A copy of the announcement will be made available by Activision Blizzard free of charge, subject to certain restrictions relating to persons in restricted jurisdictions, on [activisionblizzard.acquisitionoffer.com](http://activisionblizzard.acquisitionoffer.com) by no later than 12 noon ET/New York time on December 8, 2015.*

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