

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): October 5, 2022

ACTIVISION BLIZZARD, INC.

(Exact Name of Registrant as Specified in Charter)

Delaware
(State or Other Jurisdiction of
Incorporation)

001-15839
(Commission File Number)

95-4803544
(IRS Employer
Identification No.)

2701 Olympic Boulevard, Building B
Santa Monica, CA
(Address of Principal Executive
Offices)

90404
(Zip Code)

Registrant's telephone number, including area code: **(310) 255-2000**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of Each Class	Trading Symbol	Name of Each Exchange on Which Registered
Common Stock, par value \$.000001 per share	ATVI	The Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 5, 2022, Lulu Cheng Meservey informed Activision Blizzard, Inc. (the “Company”) that she will resign from the Board, effective October 6, 2022. Ms. Meservey’s resignation is in connection with her new position as the Company’s Executive Vice President, Corporate Affairs and Chief Communications Officer, as announced on October 6, 2022. Ms. Meservey’s decision to resign did not result from any disagreement with the Company relating to the Company’s operations, policies or practices.

Item 7.01. Regulation FD Disclosure.

On October 6, 2022, the Company issued a press release announcing Ms. Meservey’s new position as the Company’s Executive Vice President, Corporate Affairs and Chief Communications Officer. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated into this Item 7.01 by reference.

The information in this Item 7.01 of Form 8-K, including the accompanying Exhibit 99.1, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”), or otherwise subject to the liability of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of the general incorporation language of such filing, except as shall be expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

[99.1](#) [Press Release, dated October 6, 2022.](#)

104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 6, 2022

ACTIVISION BLIZZARD, INC.

By: /s/ Luci Altman

Luci Altman

Senior Vice President, Corporate Governance and Corporate Secretary

ACTIVISION BLIZZARD BOARD MEMBER LULU CHENG MESERVEY JOINS EXECUTIVE LEADERSHIP TEAM**Company appoints Meservey Executive Vice President, Corporate Affairs and Chief Communications Officer**

SANTA MONICA, Calif. – October 6, 2022 – Activision Blizzard, Inc. (NASDAQ: ATVI) announced today that Lulu Cheng Meservey will assume a newly created role as Executive Vice President, Corporate Affairs and Chief Communications Officer. Effective October 6, Ms. Meservey will become a member of the senior leadership team, helping to shape the Company’s strategic direction and leading its communications efforts. She will serve as Activision Blizzard’s public voice at a pivotal time ahead of the impending acquisition by Microsoft.

Ms. Meservey served on the Company’s board of directors and its Workplace Responsibility Committee as a key leader in the oversight of culture and ensuring workplace excellence. To focus on her new role, she is stepping down from the Board today.

Bobby Kotick, CEO of Activision Blizzard, said, “Lulu is a unique talent with a brilliant strategic mind. She has an intuitive grasp of the changing communications landscape, combined with an exceptional ability to connect with diverse audiences. She shares our commitment to a company culture where creativity and excellence can thrive.”

“From serving on the Board, I’ve already worked closely with Bobby, the leadership team, and many more of the amazing people here. And the more I got to know the people and company, the more impressed I was with the commitment and integrity at every level,” said Ms. Meservey. “It’s clear there’s a gap between perception and reality, which is daunting but exciting. I see a big opportunity to share the true story of Activision Blizzard with our talented employees and hundreds of millions of players around the world. Plus, where else do you get to play StarCraft for work?”

Ms. Meservey brings experience as a strategic counselor and communicator across a wide range of industries including technology, finance, and government affairs. Most recently, she served as a member of the leadership team and Vice President of Communications at Substack, the pioneering platform for independent newsletter writers and podcasters.

Prior to her work at Substack, Ms. Meservey was a co-founder of the global strategic communications agency TrailRunner International and served as its President and Chief Operating Officer. Previously, Ms. Meservey was a Director in the office of the chairman at McLarty Associates, a global strategic advisory firm headquartered in Washington, D.C. Her previous experience includes positions with the World Bank, the MIT Lincoln Laboratory, and J.P. Morgan.

Ms. Meservey holds a B.A. in political science from Yale University and an M.A. in law and diplomacy from The Fletcher School at Tufts University.

About Activision Blizzard

Our mission, to connect and engage the world through epic entertainment has never been more important. Through communities rooted in our video games we enable hundreds of millions of people to experience joy, thrill and achievement. We enable social connections through the lens of fun, and we foster purpose and a sense of accomplishment through healthy competition. Like sport, but with greater accessibility, our players can find purpose and meaning through competitive gaming.

Video games, unlike any other social or entertainment media, have the ability to break down the barriers that can inhibit tolerance and understanding. Celebrating differences is at the core of our culture and ensures we can create games for players of diverse backgrounds in the 190 countries our games are played.

As a member of the Fortune 500 and as a component company of the S&P 500, we have an extraordinary track record of delivering superior shareholder returns for over 30 years.

Our sustained success has enabled the company to support corporate social responsibility initiatives that are directly tied to our games. As an example, our Call of Duty Endowment has helped find employment for over 100,000 veterans.

Learn more information about Activision Blizzard and how we connect and engage the world through epic entertainment on the company's website, www.activisionblizzard.com.

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