

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No.)



Filed by the Registrant



Filed by a Party other than the Registrant

Check the appropriate box:

| | |
|-------------------------------------|---|
| <input type="checkbox"/> | Preliminary Proxy Statement |
| <input type="checkbox"/> | CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2)) |
| <input type="checkbox"/> | Definitive Proxy Statement |
| <input checked="" type="checkbox"/> | Definitive Additional Materials |
| <input type="checkbox"/> | Soliciting Material Pursuant to §240.14a-12 |

ACTIVISION BLIZZARD, INC.



(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | No fee required. |
| <input type="checkbox"/> | Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11. |
| | (1) Title of each class of securities to which transaction applies: |
| | (2) Aggregate number of securities to which transaction applies: |
| | (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined): |
| | (4) Proposed maximum aggregate value of transaction: |
| | (5) Total fee paid: |

**Important Notice Regarding the Availability of Proxy Materials for the
Shareholder Meeting to Be Held on June 14, 2021**

Your **Vote** Counts!

ACTIVISION BLIZZARD, INC.

2021 Annual Meeting

June 14, 2021 9:00 AM PDT

Virtual Meeting Site: <https://viewproxy.com/ATVI/2021>

ACTIVISION BLIZZARD, INC.
C/O BROADRIDGE
P.O. BOX 1342
BRENTWOOD, NY 11717



D54090-Z80187

You invested in ACTIVISION BLIZZARD, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting.

Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 31, 2021. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



To view the proxy materials and to vote, visit **www.ProxyVote.com**

Control #

Smartphone users

Point your camera here and
vote without entering a
control number



Vote in Advance of the Meeting

Vote by June 13, 2021 11:59 PM ET.
Visit www.proxyvote.com

Vote Virtually at the Meeting*

June 14, 2021
9:00 AM PDT

Visit <https://viewproxy.com/ATVI/2021>

*Please check the meeting materials for any special requirements for meeting attendance.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. Please follow the instructions on the reverse side to vote these important matters.

| Voting Items | Board Recommendations |
|---|--------------------------|
| 1. Election of Directors Nominees: | |
| 1a. Reveta Bowers | ✓ For |
| 1b. Robert Corti | ✓ For |
| 1c. Hendrik Hartong III | ✓ For |
| 1d. Brian Kelly | ✓ For |
| 1e. Robert Kotick | ✓ For |
| 1f. Barry Meyer | ✓ For |
| 1g. Robert Morgado | ✓ For |
| 1h. Peter Nolan | ✓ For |
| 1i. Dawn Ostroff | ✓ For |
| 1j. Casey Wasserman | ✓ For |
| 2. To provide advisory approval of our executive compensation. | ✓ For |
| 3. To ratify the appointment of PricewaterhouseCoopers LLP as our independent registered public accounting firm for 2021. | ✓ For |
| NOTE: Such other business as may properly come before the meeting or any adjournment thereof. | |

Prefer to receive an email instead? While voting on www.ProxyVote.com, be sure to click "Sign up for E-delivery".