Playboy Appoints Two Senior Leaders to Drive the Brand's Next Phase of Growth

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Amanda Alborano and Andrew Phillips Join as Playboy Expands Its Creative Vision and Audience Growth

MIAMI BEACH, Fla.--(BUSINESS WIRE)--Sep. 30, 2026-- Playboy, Inc. (NASDAQ: PLBY) (the "Company" or "Playboy"), the aspirational lifestyle brand, today announced two key additions to its senior team, naming **Amanda Alborano** as Art Director and **Andrew Phillips** as Director of Audience.

The appointments come as Playboy expands the brand beyond its historic roots in publishing, building a broader global lifestyle ecosystem spanning media, licensing, experiential, and entertainment. Phillips and Alborano will play complementary roles in shaping how Playboy looks, feels and engages with audiences around the world. Both will report to chief brand officer and editor-in-chief, Phillip Picardi.

"Playboy has always been more than a magazine. It is a brand with an unmistakable point of view and a unique place at the intersection of culture, entertainment, and self-expression," said **David Miller, President, Media & Brand, Playboy**. "As we build this next era, Andrew and Amanda bring two very different but equally important skill sets. Together, they will help us reimagine how Playboy shows up across every platform and experience."

Alborano joins Playboy with a multidisciplinary creative background spanning branding, design, photography, publishing and experiential. She has developed brand ecosystems and creative work for clients including A24, New Balance, Nike, and GMC. Previously at Wieden+Kennedy, she worked across campaigns and brand platforms for clients including Google, Michelob Ultra and McDonald's. Her earlier career also includes editorial experience at Teen Vogue.

In her new role, Alborano will help further develop the refreshed creative vision and identity for Playboy across media, licensing, merchandise and experiences—evolving Playboy's distinctive visual language while preserving the creative that has made the brand globally recognizable for decades.

Phillips joins Playboy from CELSIUS Energy Drink, where he most recently served as Director of Social Media and helped build the company's social presence during a time of significant growth. Prior to CELSIUS, Phillips held similar roles at Evolution Nutrition, Global Wealth Management, and Tandem Interactive.

At Playboy, Phillips will help build a social strategy designed to introduce the brand to new communities and deepen engagement with existing brand loyalists. He will expand Playboy's presence in sports and entertainment, developing social-first storytelling, leveraging talent and Playmates as ambassadors, and identifying new opportunities across emerging platforms, audio and podcasting.

The appointments are part of Playboy's continued evolution into a modern, multi-platform lifestyle brand. Following the successful return of its print magazine—which has now featured global celebrities like Karol GCara Delevingne, and more recently, Charli XCX on its covers—Playboy is increasingly leveraging its editorial heritage together to bridge new opportunities across social, entertainment, licensing, experiential and culture.

About Playboy, Inc.

Playboy is a global pleasure and leisure company, built on one of the most globally recognized brands. By leveraging its iconic intellectual property, Playboy pursues an asset-light model across licensing, digital content, consumer products, and experiential offerings, helping consumers worldwide to live more fulfilling lives. To learn more, please visit https://playboy.com and https://investors.playboy.com.

Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. The Company's actual results may differ from their expectations, estimates, and projections and, consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as "expect", "estimate", "project", "budget", "forecast", "anticipate", "intend", "plan", "may", "will", "could", "should", "believes", "predicts", "potential", "continue", and similar expressions (or the negative versions of such words or expressions) are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, the Company's expectations with respect to future performance, growth plans and anticipated financial impacts of its strategic opportunities and corporate transactions.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from those discussed in the forward-looking statements. Factors that may cause such differences include, but are not limited to: (1) the inability to maintain the listing of the Company's shares of common stock on Nasdaq; (2) the risk that the Company's completed or proposed transactions disrupt the Company's current plans and/or operations, including the risk that the Company does not complete any such proposed transactions or achieve the expected benefits from any transactions; (3) the ability to recognize the anticipated benefits of corporate transactions, commercial collaborations, cost reduction initiatives and proposed transactions, which may be affected by, among other things, competition, the ability of the Company to grow and manage growth profitably, and the Company's ability to retain its key employees; (4) costs related to being a public company, corporate transactions, commercial collaborations and proposed transactions; (5) changes in applicable laws or regulations; (6) the possibility that the Company may be adversely affected by global hostilities, supply chain delays, inflation, interest rates, tariffs, foreign currency exchange rates or other economic, business, and/or competitive factors; (7) risks relating to the uncertainty of the projected financial information of the Company, including changes in the Company's estimates of cash flows and the fair value of certain of its intangible assets, including goodwill; (8) risks related to the organic and inorganic

growth of the Company's businesses, and the timing of expected business milestones; (9) changing demand or shopping patterns for the Company's products and services; (10) failure of licensees, suppliers or other third-parties to fulfill their obligations to the Company; (11) the Company's high concentration of licensing revenue from a small number of licensees; (12) the Company's ability to comply with the terms of its indebtedness and other obligations; (13) changes in financing markets or the inability of the Company to obtain financing on attractive terms; and (14) other risks and uncertainties indicated from time to time in the Company's Annual Report on Form 10-K, including those under "Risk Factors" therein, and in the Company's other filings with the Securities and Exchange Commission. The Company cautions that the foregoing list of factors is not exclusive, and readers should not place undue reliance upon any forward-looking statements, which speak only as of the date which they were made. The Company does not undertake any obligation to update or revise any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based.

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