

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK0001844121

Filer CCCXXXXXXXX

Is this a LIVE or TEST Filing?

☒ LIVE

☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer

SEC File Number

Address of Issuer

Phone

Name of Person for Whose Account the Securities are To Be Sold

Playboy, Inc.
001-39312
10960 WILSHIRE BLVD
SUITE 2200
LOS ANGELES
CALIFORNIA
90024
310-424-1800
Kohn Bernhard L III

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer

Relationship to Issuer

Officer

Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common	Fidelity Brokerage Services LLC 900 Salem Street Smithfield RI 02917	109342	124343.72	115967061	07/08/2026	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the	Date you	Nature of	Name of	Is	Date	Amount of	Date of	Nature of
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Class	Acquired	Acquisition Transaction	Person from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
Common	07/06/2026	Restricted Stock Vesting	Issuer	☐		109342	07/06/2026	Compensation

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	04/24/2026	18502	33788.35
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	05/11/2026	75484	131447.84
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	05/12/2026	94594	141673.43
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	05/13/2026	97658	136164.55
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	05/14/2026	82677	118062.76
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	05/15/2026	81771	110194.60
Ben Kohn 10960 Wilshire Blvd Suite 2200 Los Angeles CA 90024	Common	07/07/2026	108959	129486.88

144: Remarks and Signature

Remarks	Sale includes an amount necessary to cover a tax obligation resulting from the settlement of a vested equity award distribution.
Date of Notice	07/08/2026
ATTENTION:	

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading

instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Gary Redman, as a duly authorized representative of Fidelity Brokerage Services LLC, as attorney-in-fact for
Ben Kohn

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)