

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person* <u>Riley Christopher</u> <hr/> (Last) (First) (Middle) C/O PLAYBOY, INC. 10960 WILSHIRE BLVD, SUITE 2200 <hr/> (Street) LOS ANGELES CA 90024 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Playboy, Inc. [ PLBY ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>General Counsel &amp; Secretary</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>01/21/2026</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	01/21/2026		F		167,301 <sup>(1)</sup>	D	\$1.92	1,102,337	D	
Common Stock	01/22/2026		F		73,165 <sup>(2)</sup>	D	\$1.92	1,029,172	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

**Explanation of Responses:**

- Represents shares of Issuer common stock withheld by the Issuer solely to satisfy tax withholding obligations in connection with the net issuance of shares of Issuer common stock delivered to the Reporting Person on January 21, 2026, from the vesting of restricted stock units, and does not represent a sale by the Reporting Person. This Form 4 relates solely to the withholding of shares in connection with the settlement of previously granted and reported vested restricted stock units. No shares were sold by the Reporting Person.
- Represents shares of Issuer common stock withheld by the Issuer solely to satisfy tax withholding obligations in connection with the net issuance of shares of Issuer common stock delivered to the Reporting Person on January 22, 2026, from the vesting of restricted stock units, and does not represent a sale by the Reporting Person. This Form 4 relates solely to the withholding of shares in connection with the settlement of previously granted and reported vested restricted stock units. No shares were sold by the Reporting Person.

**Remarks:**

/s/ Christopher Riley 01/23/2026  
 \*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.