



CASE STUDY

# RELOCATION, HOUSING AND SETTLEMENT OF IT SPECIALISTS IN POLAND





## CLIENT OVERVIEW

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### Playtika Ltd.

**Sector/Industry:** IT, Tech, mobile game development

Playtika is a global leader in mobile gaming, known for pioneering free-to-play social games and live game operations that provide millions of users with personalized entertainment experiences.

3000+

Employees

15

Office locations worldwide



Warsaw, Poland

## CHALLENGES

### Expansion into Warsaw

When expanding into Warsaw at the turn of 2020 and 2021, Playtika sought a relocation partner capable of handling not only employee housing but also the complete relocation and immigration process - from securing visas and work permits to coordinating residence permits and post-arrival support.

### Global Disruptions and New Challenges

This period aligned with the height of the COVID-19 pandemic, which introduced severe travel disruptions, quarantine requirements and overall formal complications. Employees traveling with pets faced additional challenges, such as restrictions on leaving temporary accommodation for basic errands. Later, as pandemic restrictions eased and vaccines were introduced, new challenges arose due to the Russia-Ukraine conflict, which affected migration volumes and administrative procedures in Poland.

### Need for a Trusted Local Partner

Despite having an experienced HR and project management team, Playtika needed a partner with local expertise to oversee and track the immigration progress, coordinate travel, assist at border crossings and handle every step of foreign employee settlement. The goal was to ensure not only compliance but also comfort and satisfaction of both the client and employees throughout the process.


# EWW APPROACH


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At the start of cooperation, relocated employees and their families benefited from a special visa program for highly qualified IT professionals, valid from 2020 to 2024. This program allowed smoother entry procedures by removing the need for standard work permits, as is the case with most work-type visas.

EWW took a comprehensive approach, tailoring support to the client's internal standards and to each individual's situation. This included attention to:

 **Family composition:** singles, couples, families with children

 **Housing preferences:** location, standard, budget flexibility

 **Special requirements:** pet-friendly housing, parking, dog-walking, grocery deliveries

 **Administrative assistance:** visas, residence permits, temporary and long-term accommodation, bank accounts, PESEL numbers, school searches



## DEDICATED RELOCATION PROJECT MANAGER

A dedicated Project Manager coordinated all relocation activities, ensuring full alignment with Playtika's internal team. Regular weekly meetings allowed for transparency on both sides, relocation progress tracking, risk management and proactive problem-solving. Between 2021 and mid-2022, nearly 1000 people were successfully relocated, including employees and their families.



## ONGOING ON-SITE SUPPORT IN WARSAW

To this day, EWW continues to support Playtika by maintaining an on-site representative at the Warsaw office. This ensures constant communication, document collection, as well as ongoing assistance with renewals, residence permits and other relevant settlement inquiries.

# OUTCOME AND CONCLUSIONS

Warsaw, Poland

While relocation volumes have naturally slowed over time, EWW continues to provide Playtika support with ongoing housing, immigration and settlement support, ensuring ongoing support for employees and the client alike.

1000+

Professionals and their families relocated

~600

Serviced apartments rented

300+

Bank accounts opened

~7000

Completed formal immigration procedures

200+

Long-term apartments found

700+

Hours spent on orientation tours

8000+

Translated document pages

## CLIENT RECOMENDATION

In mid-2021, after just six months of cooperation, Playtika shared the following feedback

“ Our experience with Exclusive Worldwide has been amazing. Working in a great collaboration together, we have already reallocated over 200 satisfied families.

During the entire process Exclusive Worldwide was completely engaged and responsive to any of our needs.

The most important thing is understanding the sensitivity of changing people's lives and being open minded to the employee's needs. In addition, we built a strong team to manage the project both from Exclusive Worldwide and from our company's side.



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### Associations

