



Frontier Developments welcomes experienced new Chief Marketing Officer

Frontier Developments plc (AIM: FDEV), are pleased to announce the appointment of Dan Lazarides as Chief Marketing Officer. Dan will join the studio's Executive Board and lead Frontier's publishing and commercial teams across all current and upcoming projects, reinforcing Frontier's player first approach.

Lazarides joins Frontier following over a decade of experience leading marketing teams within games, from agency experience at Edelman and M&C Saatchi, to his most recent position as Senior Vice President Marketing at SEGA Europe, where he has spent the past 7 years overseeing globally recognisable IP from both Western and Japanese teams. This most recent appointment also saw Lazarides define SEGA's publishing strategy for the studio's Strategy and Simulation portfolio, experience which will provide continued drive to Frontier's Creative Management Simulation (CMS) strategy.

Previous to SEGA he spent 6 years at Bethesda Softworks, first as Head of Brand Europe covering titles such as Fallout and The Elder Scrolls, before becoming Global Business Director for Arkane Studios covering DEATHLOOP and Dishonored 2.

Lazarides steps into the role of Chief Marketing Officer previously held by Jo Cooke, before she became Frontier's Chief Executive Officer in January 2026.

This addition to Frontier's leadership team comes as the Cambridge based company celebrates back-to-back successes following a fantastic year. Alongside record financial results posted in June 2026, Frontier also recently took home studio of the year at the Develop:Star awards in Brighton, as the studio continues its momentum whilst shaping up for an impressive release slate during FY27 including the launch of Planet Zoo 2.

Jo Cooke, Chief Executive Officer - Frontier Developments

"We are delighted to welcome Dan to Frontier, who brings with him a wealth of experience on some of the industry's largest IP. His leadership in this genre will continue Frontier's upwards momentum, and his appointment to the role of Chief Marketing Officer highlights our focus on our communities. Dan will be at the heart of our player first strategy, ensuring our publishing team champions player creativity and celebrates the way in which they play our games. This strategy is paramount to our position as a genre-leading Creative Management Simulation studio and ensures that we continue to create incredible games."

Dan Lazarides, Chief Marketing Officer - Frontier Developments

"For more than 30 years, Frontier has been a constant presence throughout my life as a player, so I'm thrilled to finally join such a talented team crafting world-class Creative Management Simulation games alongside genre-defining franchises such as Elite. What has always distinguished Frontier is the creativity its games unlock in players and the passionate communities that grow around them. I'm excited to build on those strengths with a publishing approach that deepens the relationship between our games and their audiences, broadens their global reach, and supports the long-term growth of Frontier's exceptional portfolio."

About Frontier

Frontier Developments plc is a leading independent developer and publisher of video games, specialising in creative management simulation (CMS) experiences. Headquartered in Cambridge, UK, Frontier develops and nurtures globally successful game franchises, including core CMS franchises such as *Planet Coaster*, *Planet Zoo*, and *Jurassic World Evolution*, using its proprietary COBRA technology. The CMS genre underpins Frontier's strategy, which is driving long-term and sustainable growth through strong player engagement, robust back-catalogue performance, and an exciting pipeline of new games.

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