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LARS JANSEN APPOINTED CHIEF EXECUTIVE OFFICER OF DECK13 INTERACTIVE

PARIS, FRANCE – 12 March 2024 - Fabrice Larue, Chairman and CEO of **FOCUS ENTERTAINMENT (FR0012419307 - ALFOC)**, a major player in the video game publishing and development industry which will become PULLUP ENTERTAINMENT on April 1, announces the appointment of Lars Janssen as CEO of DECK13 INTERACTIVE.

CEO at Travian Games from 2015 to 2019, then Vice President, Worldwide Studios & Talent at PLAION since 2019, Lars will bring his expertise to the talented teams of DECK13 INTERACTIVE starting from March 11th, 2024. Lars is also Chairman of the Board at *game*, the German Video Games Industry Association, aiming to bring together all the German video games companies and represent them in the best possible way.

"Lars is a passionate leader with in-depth experience and knowledge of the industry, its talent and its evolution." said Geoffroy Sardin, Deputy CEO of FOCUS ENTERTAINMENT. *"With his expertise in production and publishing, he has all the skills needed to steer DECK13 INTERACTIVE, while drawing on the strength of our teams. He will play a key role in empowering them to develop memorable experiences and constantly exceed our communities' expectations."*

Based in Frankfurt (Germany), DECK13 INTERACTIVE is one of Germany's leading development studios, renowned for iconic IPs such as *The Surge* and *Atlas Fallen*, both published by FOCUS ENTERTAINMENT. DECK13 has also published the two multi-award-winning indie hits *CrossCode* and *Chained Echoes* via its label: DECK13 SPOTLIGHT.

"Joining the fantastic teams at DECK13 INTERACTIVE is a very exciting next chapter on my journey. I'm honored to be part of the future of such a renowned studio," adds Lars Janssen, *"I look forward to contributing my expertise and skills to help us deliver unique experiences for all our current fans and significantly grow our global community."*

DECK13 INTERACTIVE was previously led by Jan Klose and Mathias Reichert who remain a part of the team reporting to Lars.

"We have been looking for a while to strengthen the studio's leadership and we are thrilled to welcome Lars aboard. We are confident that his presence will play a crucial role in propelling DECK13 to new heights." said Mathias Reichert. *"He not only knows the German gaming landscape really well but also brings in tremendous experience working with various development studios around the globe which will help us shape DECK13's future vision and path forward."* added Jan Klose.

Next release:

FY 2023/24 revenue: 18 April 2024 after market

About FOCUS ENTERTAINMENT

FOCUS ENTERTAINMENT is one of the European leaders in video game publishing and development. Publisher of strong licenses such as A Plague Tale, Atomic Heart, Evil West, The Surge and SnowRunner, its mission is to support leading French and international studios in the development, production monitoring, marketing, sales and financing of their projects. FOCUS ENTERTAINMENT generates more than 95% of its sales internationally. The Group generated turnover of €194.1 million in 2022-2023.

All financial information pertaining to FOCUS ENTERTAINMENT can be found at www.focusent.com

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