

**PRESS RELEASE**

24 April 2025 09:00:00 CEST

## Change in group management

**Fragbite Group AB (publ) (“Fragbite Group”) announces changes in management. Zara Zamani is today leaving the Group management team as she transitions from CEO to Advisor for Lucky Kat. Arash Asroush, formerly COO, has been appointed CEO of Lucky Kat.**

Zara Zamani is today stepping down from the Fragbite Group management team as she leaves the position of CEO of Lucky Kat, transitioning to the role of Advisor. With the public launch of the \$KOBAN token now underway, Zara can step down as CEO and return to her other commitments while still staying at Lucky Kat part time, supporting the \$KOBAN ecosystem and the further development of the Takibi protocol.

Arash Asroush has been appointed CEO of Lucky Kat. Arash has a long background in operations and project management, both in gaming and web3, and joined Lucky Kat first as its COO. As CEO he is now tasked with leading the Lucky Kat team and drive the restructure of the web3 business area as it enters a new phase of both building and maintaining the \$KOBAN ecosystem after the launch.

**For questions, please contact:**

Erika Mattsson, Chief Communications Officer

[em@fragbitegroup.com](mailto:em@fragbitegroup.com)

Phone: +46 8 520 277 82

Redeye AB is the Company's Certified Adviser.

**About us**

Fragbite Group (publ) is a Swedish corporate group with a portfolio of established subsidiaries that develop, adapt and publish games and esports content within GAMING, ESPORTS and WEB3. Our products are developed for both traditional platforms – PC, mobile and console – and modern platforms built on blockchain technology. The Group is headquartered in Stockholm and listed on Nasdaq First North Growth Market.

## Attachments

Change in group management