



PRESS RELEASE

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LEGO Holding creates new entity, LEGO Digital Play, to explore innovative new branded gaming experiences

Billund, Denmark 4 Feb 2025 – [LEGO Holding, the business established by KIRKBI A/S in January 2025 to bring together all LEGO branded activities under one governance structure](#), today announced the creation of a new entity, LEGO Digital Play.

LEGO Digital Play will explore opportunities to further expand the LEGO brand into innovative gaming and digital experiences. The new entity will operate independently from the LEGO Group and focus on developing new digital play experiences beyond those currently available. The LEGO Group will continue to develop and invest in existing LEGO-branded partnerships and titles, including LEGO Fortnite.

Establishing and leading the new entity is Aaron Loeb who has been appointed President, LEGO Digital Play, reporting directly to Niels B Christiansen, in his role as CEO of LEGO Holding.

Aaron brings to the role more than 30 years of experience in the games industry during which time he has established and lead studios, overseen development and launch of several successful games based on popular IPs, and acted as an advisor to investors and start-ups.

Aaron joins LEGO Digital Play from his advisory practice, which included Griffin Gaming Partners, where he was an Operating Partner. Prior to his advisory work, he was Chief Business Officer at Scopely, where he oversaw the company's product pipeline, including MONOPOLY GO!. He was also President, FoxNext Games, the videogame division of 20th Century Fox and Fox Television, where he oversaw both internal and licensed game development, which included MARVEL: Strike Force, Avatar, The Simpsons, and Aliens games. Aaron has also been President, Studios at Kabam, Group General Manager at EA and CEO of Planet Moon Studios.

Niels B Christiansen, CEO, said: *"The LEGO brick will always be at the heart of the brand. But gaming and digital play continue to grow strongly. More children are playing online, and gaming offers opportunities to reach more kids with innovative play experiences. The LEGO brand wants to play its part in creating truly extraordinary, fun, positive and safe experiences for future generations of kids."*

Aaron Loeb, President, LEGO Digital Play said: *"LEGO bricks have been an ever-present source of play in my life. Building a new entity dedicated to providing players around the world with playful, magical LEGO experiences is probably one of the most exciting opportunities in the games industry."*

Aaron will be based in London and LEGO Digital Play plans to have offices in the United States and Europe.



About KIRKBI

KIRKBI is the holding company of the LEGO Group and other companies owned by the Kirk Kristiansen family. With a purpose of building a better future for all children, KIRKBI is committed to reinvesting future proceeds from the LEGO Group and other holdings into building businesses within three business areas: LEGO Holding, KIRKBI Education, and KIRKBI Climate. Rooted in the values and principles that have guided the LEGO® brand for generations, KIRKBI actively engages in its businesses with the long-term perspective needed to make a lasting difference.

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