

RNS Reach

19 July 2024

World Chess Plc

("World Chess" or the "Company")

World Chess Celebrates International Chess Day

World Chess plc (LSE: CHSS), a leading chess organisation committed to enhancing the global mass market appeal of chess by introducing a variety of innovative chess-related activities, is thrilled to join the grand celebration of International Chess Day. In collaboration with the International Chess Federation (FIDE) and the iconic World Chess Club Berlin, World Chess is set to participate in the FIDE 100 Guinness World Records initiative, marking a historic day for chess enthusiasts worldwide.

Celebrating the Global Chess Community

International Chess Day, celebrated annually on July 20th, commemorates the founding of FIDE in 1924. This day not only honours the game's rich history but also highlights its universal appeal and enduring significance. Currently, chess has over 600 million active players and is growing.

Join the Record-Breaking Event

As part of the FIDE 100 Guinness World Records initiative, World Chess invites chess players of all levels to join in an attempt to break the record for the most chess games played in 24 hours. FIDE Online Arena (chessarena.com), the official platform operated by World Chess where players can compete for FIDE-recognized online titles and ratings, will host a [non-stop 24-hour marathon](#). The World Chess Club Berlin will also host live events, blending the excitement of in-person play with the global online challenge.

Exclusive Chess Day Offer

In celebration of International Chess Day, World Chess PLC is offering a special 40% discount on the annual Pro subscription on the FIDE Online Arena, which gives access to the platform's premium features, and a 15% discount on all orders over \$39 at the World Chess Shop. The World Chess Shop is renowned for its official Championship Chess Set, designed by Pentagram and used in World Chess Championship matches since 2013.

For more information, please visit <https://worldchess.com/investors> or contact:

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Notes to Editors

About World Chess Plc

World Chess (LSE: CHSS) is a London-based chess gaming and entertainment company and Fédération Internationale des Échecs ('FIDE') official commercial partner. World Chess organised the FIDE Championship Matches in the USA, and the UK, and revolutionised the sport by signing the biggest media partnerships in history. World Chess develops Armageddon, the chess league for prime-time television. World Chess also runs FIDE Online Arena, the exclusive official chess gaming

Chess League for prime time television. World Chess also runs the online money and executive online chess gaming platform. More at worldchess.com.

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