

25 February 2025

World Chess Plc

("World Chess" or the "Company" or the "Group")

Launch of World Chess Show

World Chess PLC (LSE: CHSS), a global chess company and the operator of ChessArena.com, announces the launch of The World Chess Show, a dedicated global TV program which will be airing in 156 markets across 53 networks in the coming weeks. The show is the first of its kind, a major sports media property bringing chess to mainstream audiences beyond the chess community.

Key Highlights:

- A global chess TV property;
- A modern and dynamic take on chess, featuring top players, exclusive behind-the-scenes coverage, and a fresh storytelling approach;
- More than a tournament stream - this is a full-scale media property;
- The World Chess Show promotes Chess Arena, the official online chess platform, ensuring its recognition in every market; and
- Sponsorship opportunities built into the series.

With nearly a billion fans worldwide, chess has finally secured a major television property that reflects its cultural and competitive importance. The World Chess Show, supported by World Chess, is the definitive chess TV series, bringing the game to a broad global audience, making it engaging, accessible, and impossible to ignore.

The series showcases chess's biggest stars, intense rivalries, and iconic moments, blending elite competition with compelling storytelling. It is positioned to expand chess reach beyond dedicated players to a mainstream, intelligent audience that appreciates drama, strategy, and innovation.

Why World Chess Is Behind This Show:

World Chess operates ChessArena.com, the official FIDE online chess platform, allowing players to gain recognised ratings and titles. The Company understands that chess has moved beyond the niche and is now a global phenomenon, with its own stars, drama, and vast commercial potential.

Sponsorship and Media Opportunities:

The World Chess Show presents a premium marketing opportunity for brands targeting an affluent, intelligent audience:

- Prime-time slots
- Multiple integrated sponsorships and advertising slots;
- A highly engaged, international audience; and
- A projected 12:1 return on investment for sponsors and advertisers.

Ilya Merenzon, CEO of World Chess, commented: "This isn't just a TV show, it's a turning point for chess as a global sport. Chess has long been underrepresented in mainstream media, despite its massive following. The World Chess Show changes that, making chess more accessible, engaging, and proving once and for all that it belongs in prime time."

"This announcement contains information which, prior to its disclosure, was inside information as stipulated under Regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310 (as amended).

For more information, visit: www.worldchess.com or contact:

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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 platform. More at worldchess.com.

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