

World Chess PLC

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

World Chess Plc Launches "Brains Are Duty-Free" Campaign in Response to U.S. Tariff Policy, Targeting Strategic Global Growth Markets

London / Berlin - World Chess Plc (LSE: CHSS), the official partner of the International Chess Federation (FIDE) and operator of the global online chess platform Chess Arena, announces the launch of its international campaign **"Brains Are Duty-Free"** in response to the latest round of U.S. tariffs targeting major economies.

The campaign offers discounts to players in affected countries equal to the new U.S. tariff rate - including **34% off in China, 46% in Vietnam, 20% in the European Union, and 26% in India**, a key growth market for World Chess.

Chess Arena, the company's flagship platform, is accessible globally and supports rapid user acquisition in fast-growing chess economies. With millions of registered players and a growing footprint in South and Southeast Asia, World Chess sees this campaign not only as a brand statement but also as an activation mechanism to accelerate subscriptions and loyalty in strategically relevant regions.

"We launched this campaign as a signal," said Ilya Merenzon, CEO of World Chess. "The world is raising barriers. We're lowering them. And we're especially excited to connect with new users in India - one of the most passionate, fastest-growing chess communities anywhere."

India, where chess is undergoing a cultural and competitive renaissance, is already one of Chess Arena's most active markets. With young stars like Gukesh D capturing international attention and a strong tradition of online play, India represents a high-potential market for digital subscriptions, PRO memberships, and tournament participation.

The campaign is now live at chessarena.com and will run throughout April 2025.

For further information and media inquiries, contact: media@worldchess.com.

About World Chess

World Chess Plc is a London-based media and gaming company and the official partner of the International Chess Federation (FIDE). It operates Chess Arena, the global chess platform with a FIDE-rated environment, and organises top-level tournaments including the World Chess Championship cycle.

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