

23 July 2025

World Chess Plc

("World Chess" or the "Company")

Web Domain Change

World Chess Centralises Global Operations at WorldChess.com to Drive Growth and Strengthen Market Position

London - 23 July 2025 - *World Chess Plc* (LSE: CHSS), the official partner of the International Chess Federation (FIDE) for online rated play, today announces the consolidation of all its consumer-facing assets - including digital play, events, mobile apps and merchandise- under a single platform and brand: **WorldChess.com**.

This strategic alignment is designed to drive marketing efficiency, simplify user acquisition, and support accelerated subscriber growth across the company's digital ecosystem. It also clarifies World Chess's position as a **core infrastructure brand in the global chess economy**.

Why This Matters for the Chess Economy

- **Streamlined Operations:** All major product lines - from the official FIDE gaming platform to global e-commerce and mobile apps - now operate under a single technical and brand stack.
- **Improved Unit Economics:** Unified messaging and user flow across platforms are expected to materially reduce customer acquisition cost (CAC) and improve retention.
- **Category Leadership:** World Chess remains the *only* platform offering FIDE-recognised digital ratings - a strategic differentiator in a growing and highly engaged market.
- **Scalable Platform Model:** The company combines officially sanctioned play, design-led merchandise, media products, and event infrastructure in one vertically integrated product.

Ilya Merenzon, CEO of World Chess, commented:

"This is a foundational step for World Chess - one that allows us to scale faster, market more effectively, and deliver a unified experience across all platforms. By bringing everything under a single brand, we're not just simplifying operations - we're unlocking growth. World Chess is one of the core brands in the global chess economy, synonymous with design excellence, product innovation, and the unexpected joy of the game. This move sets the stage for what comes next."

World Chess is the **only publicly listed chess company** globally and now offers the only unified experience that spans official play, community tools, merchandise, and global events - all under one platform, designed for growth.

Strategic Outlook

With nearly 1 million registered users, a growing club network, and recurring subscription revenue, the company is entering its next phase with a simplified structure and a clear path to scale. Additional product updates and monetisation features are planned for Q3 and Q4 2025.

World Chess PLC

Ilya Merenzon, CEO

merenzon@worldchess.com

Novum Securities Limited - Financial Adviser

David Coffman / Anastassiya Eley

+44 (0) 20 7399 9400

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 platform.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

UPDPKBBDBBKBOOB