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

The World Chess Show Expands to BILD

Key Highlights

World Chess plc (LSE: CHSS), a leading chess organisation that develops and operates worldchess.com, the official online gaming platform of the International Chess Federation (FIDE), today announces a significant partnership with BILD, Germany's largest media brand.

- The World Chess Show, one of the most widely televised chess properties in the world, will now air across BILD's premium sports media offers.
- With this addition, The World Chess Show now broadcasts across more than 156 markets globally, reinforcing its position as a leading chess television format.
- Content will be featured on BILD's digital platforms BILD.de & SPORTBILD.de within their 24/7 FAST-Channels (e.g. Best of BILD & SPORT BILD) reaching millions of German-speaking viewers.
- BILD reaches over 25 million unique users monthly, providing unprecedented exposure for chess content in Europe's largest economy.

Details of the Partnership

Under the media agreement, The World Chess Show will be broadcast across BILD's comprehensive sports media ecosystem, including:

- Digital Platforms - BILD.de and SPORT BILD, Germany's most visited news and sports websites
- Best of BILD FAST-Channel - Premium content showcase
- SPORT BILD FAST-Channel - non-stop sport highlights

About The World Chess Show

The World Chess Show is a magazine-style television programme designed to bring chess to mainstream audiences. Unlike traditional tournament coverage, the show is crafted for viewers who enjoy chess but do not follow competitive events closely - offering an accessible entry point into the world of professional chess through compelling storytelling, player profiles, and behind-the-scenes content.

The format firmly positions chess as a global sport, highlighting the drama, strategy and personalities that make it one of the world's most played games. By reaching audiences through mainstream sports channels, The World Chess Show is helping to redefine how chess is perceived and consumed by the general public.

Strategic Importance

The World Chess Show now airs across more than 156 markets internationally, establishing it as one of the most significant television properties in the chess world. This global distribution is central to World Chess's integrated media strategy: television exposure drives brand awareness and positions worldchess.com as the destination for viewers inspired to play. Each new market expands the potential user base for the Company's flagship digital platform.

BILD is Germany's most widely read and viewed news brand and one of Europe's most important media outlets. Germany represents a strategic market for World Chess, combining a strong chess tradition with Europe's largest population and economy.

Ilya Merenzon, Chief Executive Officer of World Chess, commented: "We built The World Chess Show to answer a simple question: why isn't chess on television the way football or tennis is? Chess has more than 600 million players worldwide - more than many other sports - yet it has been largely absent from mainstream sports broadcasting. We are changing that."

With BILD, we now reach over 156 markets globally. This is not just distribution for distribution's sake. Every viewer who discovers chess through The World Chess Show is a potential player on worldchess.com and a new member of the chess community. We are building something unprecedented: a media flywheel that grows our audience and our platform simultaneously.

Broadcasters are recognising that chess belongs in their sports programming, and we are the company making that happen. Germany, with BILD's extraordinary reach, is exactly the kind of market that accelerates everything we are building."

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

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Notes to Editors

World Chess (LSE: CHSS) is a London-based chess gaming and entertainment company and Fédération

Internationale des Echecs ("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 chess history. World Chess develops Armageddon, the chess league for prime-time television, and operates worldchess.com, the official FIDE-rated gaming platform. The World Chess Show is a magazine-style chess programme airing across more than 50 international markets. More at worldchess.com.

BILD is Germany's largest-circulation newspaper and leading digital news platform. With over 25 million monthly unique visitors across its digital properties, BILD is one of Europe's most influential media brands.

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