

Play Magnus Group (PMG) - Private Placement towards Breakthrough Initiatives Limited

12.1.2022 08:00:00 CET | Play Magnus AS | Inside information

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(Oslo, 12 Jan 2022) - Play Magnus Group ("PMG" or the "Company") is pleased to announce that it has entered into an agreement (the "Agreement") regarding a contemplated private placement (the "Private Placement") directed towards Breakthrough Initiatives Limited which would raise USD \$10 million in gross proceeds to the Company, through the issuance of 4,864,753 new shares (the "New Shares") at a price of NOK 18.47 per New Share (the "Subscription Price").

Breakthrough Initiatives Limited is an investment vehicle held for the benefit of Breakthrough Foundation, founded by Israeli science and technology investor and philanthropist Yuri Milner and his wife Julia, which supports existing and future philanthropic projects in fundamental sciences, including Breakthrough Prizes, Breakthrough Initiatives, and Breakthrough Junior Challenge.

Magnus Carlsen and the Milners have known each other for years. Six years ago, Carlsen was one of the co-signers of the Breakthrough Initiative's open letter urging a renewal of the search for civilizations beyond Earth.

"Like science and mathematics, chess is one of the most advanced and creative pursuits of the human mind," said Yuri Milner. "This investment will support Magnus and his team, and help foster the growth of chess worldwide - especially online."

"This investment will help bring the sport to a larger audience. The chess world and the tech industry are closely interlinked, and for us to now have some of the greatest minds in the tech industry officially involved is encouraging," said Magnus Carlsen, World Chess Champion.

2021 was an active year for Play Magnus Group which saw the company publish 214% YTD year over year growth in bookings in Q3, improve its product and content offerings, and shape the Champions Chess Tour into the leading chess circuit with global partners and audiences.

"Play Magnus Group has achieved record growth throughout 2021 and we are thrilled this is now being recognized by the best investors around the world. We are excited to bring Breakthrough Initiatives into Play Magnus Group which will be positive both for our company and for chess as a whole. We will nominate a Breakthrough Initiatives representative for one seat on the board," said Anders Brandt, Chairman of Play Magnus Group.

"Breakthrough Initiatives' investment expands the strong capital position and network of supporters Play Magnus Group has today enabling us to increasingly innovate and popularize the sport. This investment, coupled with Magnus' outstanding victory in the World Championship, sets the stage for an exciting 2022 and beyond," said Andreas Thome, CEO of Play Magnus Group.

The Subscription Price in the Private Placement of NOK 18.47 per New Share equals the 90-trading day volume weighted average price of the PMG share on the date prior, but not including, 20 December 2021.

Completion of the Private Placement is subject to approval by an extraordinary general meeting of the Company, scheduled to be held on 19 January 2021 (the "EGM"), by two-thirds majority. Summons to the EGM will be sent as promptly as possible on 12 January 2022.

SpareBank 1 Markets AS is acting as sole financial advisor to the Company, and Advokatfirmaet Simonsen Vogt Wiig AS is acting as its legal advisor, in connection with the Private Placement.

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About Play Magnus Group:

Play Magnus Group is a global leader in the chess industry focused on providing premier digital experiences for millions of chess players and students. The company offers elearning and entertainment services via its market leading brands: chess24, Chessable, iChess, New In Chess, Everyman Chess, Silver Knights, CoChess, Aimchess, the Play Magnus App Suite, and the Meltwater Champions Chess Tour. The Group's mission is to grow chess to make the world a smarter place by encouraging more people to play, watch, study, and earn a living from chess.

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This information is considered to be inside information pursuant to the EU Market Abuse Regulation and is subject to the disclosure requirements pursuant to section 5-12 the Norwegian Securities Trading Act.

This stock exchange announcement was published by Arkus Fredriksson, Chief Strategy Officer at Play Magnus AS on 12 January 2022 at 8:00 CET on behalf of the Company.

Attachments

- [Download announcement as PDF.pdf](#)