

Play Magnus Group (PMG) - Secretlab partners with Play Magnus Group and the Champions Chess Tour

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(Oslo, 16 February 2022) – Secretlab, the award-winning international gaming chair specialist, has partnered with Play Magnus Group (“PMG”) to be the Official Chair of the Meltwater Champions Chess Tour. Engineered to bring a world-class sitting experience to top esports athletes, Secretlab has been the long-time chair of choice for global esports powerhouses, and premier tournaments around the world including League of Legends World Championships, Dota 2’s The International, and VALORANT Champions Tour. This partnership will now see Secretlab bringing the same tournament-grade chairs to the world’s best chess players.

“Chess, especially online chess, has grown significantly in recent years, especially during the pandemic where the number of Twitch chess streamers quadrupled within two years. With a growing number of tournament viewers, competitive chess has seen a similar rise in popularity. Just like esports professionals, chess professionals need to be completely focused to perform at their best, and the chair plays a crucial role in helping players achieve this. Play Magnus Group wanted to equip the Meltwater Champions Chess Tour with pro-grade equipment, and we’re now set to bring our award-winning chairs to the top chess professionals,” said Ian Ang, co-founder and CEO of Secretlab.

As a part of the partnership, Secretlab will create chairs specially for the Tour, and furnish the world’s first chess eSports arena at PMG’s studio in Oslo. Tour players, such as World Champion and 2021 Champions Chess Tour winner Magnus Carlsen, will play in Secretlab chairs moving forward. Already in last season’s Tour Final, chess stars had the chance to experience Secretlab’s comfort.

Jan-Krzysztof Duda, Poland’s 2021 Tour finalist and World Cup winner, said: “I’ve genuinely enjoyed the design and comfort of the chair in Oslo at the Meltwater Champions Chess Tour Final. This is absolutely the level of quality a professional online chess player requires - comfortable and reliable.”

“Chess players sit for long hours when competing, making the chair one of the most crucial elements to players’ success and long-term health. We are thrilled to kick off this partnership with Secretlab to outfit the world’s leading online chess circuit with the highest performance chairs in esports,” added Champions Chess Tour Director Arne Horvei.

The 2022 season of the Meltwater Champions Chess Tour will start on February 19 with the Airthings Masters, the first of nine monthly events in the year-long season.

About Secretlab

Established in 2014, Secretlab has redefined what people think of when it comes to gaming chairs. Driven by extensive research, development, and cutting-edge engineering, Secretlab’s award-winning chairs are the top choice of the world’s premier gaming tournaments, championship-winning teams and over 1,000,000 users worldwide. Today, Secretlab’s proprietary technology and design innovations continue to push the boundaries in ergonomic comfort and the science of sitting, winning over 40 Editor’s Choice and Best Hardware Awards from leading international publications and reviewers.

To learn more about us, visit www.secretlab.co, or follow Secretlab on our Facebook, Instagram (@Secretlab) and Twitter (@secretlabchairs) pages.

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.

Play Magnus Group is listed on Euronext Growth Oslo under the ticker PMG. For more information visit pmg.me - <http://pmg.me/>.

Disclosure regulation

This release is an announcement issued pursuant to legal information obligations and is subject of the disclosure requirements pursuant to the Market Abuse Regulation (MAR) Article 17 no. 1 and section 5-12 of the Norwegian Securities

Trading Act, and was submitted for publication by Arkus Fredriksson, Chief Strategy Officer of Play Magnus Group.

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Attachments

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