

Play Magnus Group (PMG) - Play Magnus Group to use Meetup to bring chess fans together worldwide

14.10.2022 08:00:00 CEST | Play Magnus AS | Non-regulatory press releases

(Oslo, 14 October 2022) - Play Magnus Group is pleased to announce an exciting new relationship with Meetup, the social media platform dedicated to connecting people over shared interests. The goal is to bring chess fans together around the world for regular in-person and online events organised by using the Meetup app.

Since August, 300 "Magnus Chess Groups" have been created in 66 countries using the popular platform. They include groups in major cities including New York, Miami, Oslo, London, Barcelona and Berlin. Magnus Chess Groups welcome everyone regardless of their level of chess knowledge, age or gender with the aim of growing chess as a social activity and building positive, healthy-minded communities. Events will range from just playing chess to local, in-person 'viewing parties' for Play Magnus Group's flagship Meltwater Champions Chess Tour, fun tournaments, workshops and more.

Meetup is the leading global social media platform for hosting and organising in-person and virtual activities, gatherings, and events for people and communities of similar interests, hobbies, and professions, with more than 60 million members. Chess is among the most popular gaming and e-sports topics on Meetup.

Sebastian Kuhnert, Chief Business Development Officer at Play Magnus Group, said: "It has always been our goal to serve not only professional chess players but to introduce and entertain an ever larger group of casual players, chess fans, and general sport enthusiasts. Together with Meetup we will enable an even larger network of people to connect locally around the world."

Greg Giusti, General Manager of Meetup Pro which enables brands and organisations to build community and loyalty around the world, said: "Meetup is excited to provide our enterprise solution to Play Magnus Group. They are leaders in the game of chess, and we are excited to invite our chess enthusiasts to create a community with the biggest brand in chess."

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 e-learning and entertainment services via its market leading brands: chess24, Chessable, iChess, New In Chess, Everyman Chess, Magnus Academy, 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. www.pmg.me

About Meetup

Meetup is the social media platform for finding and building communities of people who meet about common interests. Established in 2002, the company remains true to its mission of helping people grow and achieve their personal or professional goals through authentic, human connections. Meetup has 60 million registered members across 330,000 groups in 193 countries and 10,000 cities around the world.

Join Meetup to meet new people, try something new, or to organize a group please visit Meetup (<https://www.meetup.com/>). Follow Meetup on Twitter, Instagram, and Facebook (@Meetup). For enterprise business solutions visit Meetup Pro (<https://www.meetup.com/pro>).

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.

Contacts

- Arne Horvei, Tour Director, Play Magnus Group, arne@playmagnus.com

Attachments

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