

Chessable and chess24 enter historic partnership with FIDE

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(Oslo, 19 April 2021) - Chessable has signed a historic global partnership agreement with FIDE, the International Chess Federation, making it one of the sponsors for the World Chess Championship cycle, the Olympiad, and the World Rapid and Blitz. Sister company chess24 acquires broadcast rights for top FIDE events from 2021 until 2026.

Chessable, the world's leading chess E-learning platform, has entered into a six-year commercial sponsorship of the chess world championship cycle, strengthening the brand's position as the preferred E-learning choice among chess fans and top players alike by partnering with the International Chess Federation. The agreement covers different areas, including youth programs, professional chess, and broadcast rights for top events, but also education and social activities.

Chessable CEO **David Kramaley**: "We see great potential in helping to realize the chess world championship cycle for the hundreds of millions of chess fans in the world. Since 2015, Chessable has communicated a love of science-backed learning, celebrating chess education and curiosity. The chess world championship cycle is the perfect fit for this concept, as it showcases the world's best players, many of whom are already published Chessable authors, playing for the ultimate title, showing what they know."

In addition to sponsoring the chess world championship cycle, Chessable will partner with FIDE for a new chess talent development program, the **FIDE Chessable Youth Development Fund**, to which it will contribute \$150,000 annually. The agreement is part of Chessable's global growth strategy and another step in its mission to make chess a sustainable career choice for all.

FIDE President **Arkady Dvorkovich**: "We are extremely proud to be able to create new opportunities for the chess youth of the world through this new talent development program in partnership with Chessable. We hope it will help foster many new champions and attract many new young people to the game."

Such a long-term partnership shows a strong commitment and a shared vision between both parties. The agreement will allow FIDE to grow and plan for the future, strengthening different areas. It contributes to consolidate our top events even further, and many social projects as well as the chess in schools programs are about to take off. Chess is a great game to learn for any child, and has a proven track record of improving children's cognitive and educational skills."

Since launching in 2014, chess24 has demonstrated its continued commitment to promoting chess. It was the first international chess company to take chess broadcasting to a worldwide audience and it continues to innovate in this field. With this agreement, chess24 will become one of the broadcast partners for the world chess championship cycle as well as major FIDE events such as the World Rapid & Blitz, World Cup and Chess Olympiad.

Chess24 CEO **Gerald Tan**: "Broadcasting and commentating on chess tournaments have always been core to our activities and passion at chess24. Over the last year, we have made significant strides in developing new ways to bring chess to a wider audience with our Champions Chess Tour broadcasts and are excited to apply our insights to the World Chess Championship broadcast in 2021 and beyond."

The partnership becomes effective immediately, and this means Chessable is one of the sponsors of the Candidates Tournament that resumes today in Yekaterinburg.

About Chessable

Chessable is the world's leading chess E-learning platform and largest digital chess library in the world. Chessable's mission is to make learning chess as fun and efficient as possible. It has published interactive video courses by a wide range of presenters and authors, including many of the world's top players such as current World Chess Champion Magnus Carlsen. The company was co-founded in 2015 by David Kramaley and International Master John Bartholomew. Chessable's team consists of expert content creators, scientists, developers and chess grandmasters all working together to create the best chess learning platform in the world.

About chess24

chess24 was founded by Enrique Guzman and Jan Gustafsson and launched in 2014. Chess24 is a full-suite platform for chess enthusiasts. chess24 is a pioneer in online chess broadcasting and content creation, offering coverage of the world's top chess tournaments and shows with famous chess players and personalities in nearly a dozen languages. The platform

also features news, a playzone, analysis and a growing community, making chess24 the home of millions of chess enthusiasts around the world.

About the International Chess Federation

The International Chess Federation (FIDE) is the governing body of the sport of chess, and it regulates all international chess competitions. Constituted as a non-governmental institution, it was recognized by the International Olympic Committee as a Global Sporting Organization in 1999.

FIDE currently has its headquarters in Lausanne, but it was initially founded in 1924 in Paris under the motto “Gens una Sumus” (Latin for “We are one Family”). It was one of the very first International Sports Federations, alongside the governing bodies of the sports of Football, Cricket, Swimming, and Auto Racing. It is now one of the largest: being chess a truly global sport, with dozens of millions of players in all the continents, the FIDE englobes 195 countries as affiliate members, in the form of National Chess Federations.

Disclaimer

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Attachments

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