

Play Magnus Group (PMG) - Continuing Innovation in Chess Through Launch of Chess NFTs with ChessChamps.io

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(Oslo, 20 September 2021) - Play Magnus Group is launching the world's first Champions Chess Tour non-fungible tokens (NFTs) to celebrate the Finals of the 2021 Meltwater Champions Chess Tour.

These NFTs combine the Tour's award-winning generative-art-based logos based on games of the world's strongest grandmasters during the Tour with 3D animations and unique digital experiences. The NFTs have been co-created with MUST Group, a company specializing in blockchain technology and NFTs from Copenhagen, which has become the Tour Finals' NFT partner.

The winner of the Finals of the \$1.6M Meltwater Champions Chess Tour will be crowned the best online chess player after a full season of professional online chess and in addition to the prize fund, win the Champions Trophy NFT. As of today, fans can start collecting Chess Champs moments and place their bid on the Champions Trophy NFT to win the right to own a unique 1 of 2 NFTs – one will be the official trophy for the winner, while the other is put on auction for the fans.

"NFTs represent one of the biggest new opportunities for sports. We're excited to play our role in pioneering NFTs in professional chess and bringing unique new experiences for millions of chess and crypto fans," said Play Magnus Group CEO Andreas Thome.

"We believe the chess community could become one of the biggest NFT communities in the world. NFTs represent new opportunities for people to own their favorite moments and engage in meaningful ways with one of the oldest and most widespread games in the world," said Michael Jeppesen, Founder and CEO of MUST Group.

All matches in the Tour Finals will be hosted on www.chess24.com's playzone and available to watch on the platform's Twitch and YouTube channels as well as on ChampionsChessTour.com for free. The NFT auction will be held on www.chesschamps.io.

For further comments contact:

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About the 2021 Meltwater Champions Chess Tour

The 2021 Meltwater Champions Chess Tour will, for the first time in history, determine the world's best chess player over a full competitive season of online chess. Beginning in November 2020, the Meltwater Champions Chess Tour features monthly tournaments culminating in a Final tournament in September 2021. The best chess players in the world are competing in a total of ten tournaments of rapid chess. All games take place online on www.chess24.com with players competing for a total prize pool of over USD 1.6 million. For more information visit www.championschesstour.com.

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, Silver Knights, 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 MUST Group

MUST Group is a Copenhagen based company that partners with communities and talent to explore the world of NFTs in order to bring the most surprising and useful applications of this exciting new technology to the market. www.mu.st

Disclosure regulation

This information is subject to the disclosure requirements pursuant to section 5-12 of the Norwegian Securities Trading Act.

Attachments

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