



Play Magnus Group (PMG) - Mastercard Announces Partnership with Meltwater Champions Chess Tour and Names Magnus Carlsen Global Brand Ambassador

21.9.2021 06:00:00 CEST | Play Magnus AS | Non-regulatory press releases

(Oslo, 21 September 2021) - Mastercard announced today that it is joining the Meltwater Champions Chess Tour as an official partner and naming Magnus Carlsen, the highest-rated chess player of all time, a Mastercard Global Brand Ambassador, as it adds chess to its coveted roster of sports sponsorships. Carlsen is a natural fit to join the company's all-star lineup of ambassadors, which includes Lionel Messi, Naomi Osaka, Crystal Dunn and Dan Carter.

Over the past decade, Mastercard has developed one of the most well-rounded sports and entertainment portfolios globally. In 2018, Mastercard became the first global sponsor of League of Legends Esports in a multi-year partnership with Riot Games, signifying Mastercard's support of the esports community. The sponsorship portfolio also includes partnerships across arts and culture, the culinary world, sports and music.

"Expanding the influence of the game of chess has always been close to my heart. To have Mastercard, which brings people and their passions together in meaningful ways, partner with the Tour is very exciting," said Carlsen. "Chess has given me so many *priceless experiences* over the years, and I'm proud to join Mastercard to bring the sport forward to millions of fans around the world."

From an initial boom on Twitch and streaming platforms to the Netflix series "The Queen's Gambit," chess has grown and evolved significantly over the last 18 months. Online tournaments have also brought the popularity of chess to new heights. More than 27 million hours of the Meltwater Champions Chess Tour have been watched so far in its inaugural season, already more than all hours watched of chess on Twitch in 2019 with the Tour Finals still remaining.

"Mastercard loves connecting people with their passions," said Raja Rajamannar, chief marketing and communications officer, Mastercard. "Teaming up with Magnus, widely regarded as the best chess player of all time, and the Meltwater Champions Chess Tour underscores our enthusiastic commitment to provide cardholders with Priceless Experiences that celebrate the physical and mental sport of chess. We're excited to bring the global chess base closer to the game they love and to engage with new enthusiasts."

"Having one of the most established brands in the sports world partner with us is an incredible moment not only for Magnus and the Tour, but for the global chess community," said Andreas Thome, CEO of Play Magnus Group. "With the Tour we are proud that we have been able to build a platform for global brands like Mastercard to activate with chess."

Together with Carlsen and the Tour, Mastercard is curating a wide range of Priceless experiences and exclusive cardholder benefits, via [Priceless.com](https://www.priceless.com) and upcoming promotions to help fans experience what they love about chess. Starting today, cardholders can register on a first come first served basis for the **Chess Insights from World Chess Champion Magnus Carlsen Experience** on October 22nd. Fans will get to join Carlsen during a live, virtual experience, and listen to him speak about his passion for chess, with Carlsen answering select questions from the live audience throughout the digital experience. Those who attend the experience will also receive a one-month premium subscription to [chess24.com](https://www.chess24.com).

Through this partnership, Mastercard will also create a chess-themed curriculum for its signature science, technology, engineering and mathematics (STEM) program, Girls4Tech™, continuing the brand's commitment to promote gender equity and foster a future generation of female chess players.

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About Play Magnus Group (Euronext: PMG)

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. For more information visit pmg.me.

About Mastercard (NYSE: MA)

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

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