

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer partners with the world's biggest online chess tour

Bank Julius Baer enters into a partnership with the World Champions Chess Tour 2021, organised by the Play Magnus Group founded by Norwegian chess World Champion Magnus Carlsen.

Zurich, 17 December 2020 – Bank Julius Baer has today announced it will support the world's biggest online chess event, the World Champions Chess Tour 2021.

Julius Baer became a partner of the new tour's forerunner, the Magnus Carlsen Chess Tour, earlier this year. That partnership has now been extended. The Champions Chess Tour, organised by the Play Magnus Group, is a season-long series of tournaments that culminates in the autumn of 2021. It features the world's best chess players, including 30-year-old Norwegian World Champion Magnus Carlsen, co-founder of the Play Magnus Group. Its predecessor, the Magnus Carlsen Chess Tour, was launched in April 2020 at the beginning of the health crisis. Over the summer, the tour was ranked the number 4 ESports event.

As part of the partnership, Julius Baer will place special focus on fostering the educational benefits of chess, supporting in particular children who play chess.

Yves Robert-Charrue, Head Switzerland, Europe, Middle East & Africa at Julius Baer, said: "We believe in chess's potential to nurture skills such as critical thinking and problem-solving. It is a game with an undeniable heritage, and similar to Julius Baer, this online version of the game is taking a new approach, adapting to trends that will shape our future."

Magnus Carlsen, founder of the Play Magnus Group, added: "We are delighted to welcome Julius Baer onto the Champions Chess Tour. Education and helping chess players improve is at the core of what the tour is about and we know Julius Baer has a particular interest in this area. The partnership is a perfect fit."

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About Julius Baer

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