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Viaplay Group receives approval from bondholders in key recapitalisation step

Viaplay Group AB (publ) (“Viaplay Group” or the “Company”) announces that the Company today, 8 January 2024, has received approval from its bondholders at the bondholder meetings (the “Bondholder Meetings”) held in accordance with the notices dated 6 December 2023 (the “Notices”) and in relation to the Company’s outstanding bond loans with maturity in 2024 (ISIN: SE0011426220), 2025 (ISIN: SE0012676138) and 2026 (ISIN: SE0013104957) (the “Bonds”) issued under the Company’s MTN programme. Approval of the proposal set out in the Notices is a key step in the Company’s recapitalisation plan announced on 1 December 2023.

In accordance with the Notices and a press release issued by Viaplay Group on 6 December 2023, Viaplay Group gave notice to the Bondholder Meetings as part of the announced recapitalisation plan for the purpose of amending certain terms of the Bonds and certain related transactions (the “Proposal”). The Proposal in its entirety is included in the Notices, which can be found on the Company’s website (www.viaplaygroup.com/investors/funding). All capitalised terms used herein and not otherwise defined shall have the meanings assigned to them in the Notices.

The Bondholder Meetings were held today, 8 January 2024, at Gernandt & Danielsson, Hamngatan 2, 111 47 Stockholm, Sweden at 13:00 (CET). Viaplay Group announces that Bondholders (Sw. Fordringshavare) representing 94.57% of the total volume of the bonds maturing in 2024, 97.23% of the total volume of the bonds maturing in 2025, and 98.00% of the total volume of the bonds maturing in 2026 voted in the Bondholder Meetings, and that 99.70%, 99.68% and 100.00%, respectively, voted for the Proposal. Therefore, Intertrust (Sweden) AB, in its capacity as Meeting Administrator (Sw. Mötesadministratören) and on behalf of Swedbank AB (publ) and Danske Bank A/S, Danmark, Sverige Filial as Administrative Agents (Sw. Administrerande Institut) under the Bonds (as applicable), has today concluded the Bondholder Meetings and announced that the Proposal has been approved.

In accordance with the Proposal, the Bondholders have approved that Intertrust (Sweden) AB shall be appointed to act as the Bondholders’ agent in all matters relating to the Bonds and other documents and to act on behalf of the Bondholders under and in accordance with the Terms and Conditions (Sw. Lånevillkoren). The updated Terms and Conditions, which include standard terms for the agent role, will be entered into between the Company and Intertrust (Sweden) AB and will thereafter be available on the Company’s website (www.viaplaygroup.com/investors/funding).

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Other parts of the Proposal will only enter into effect when the Meeting Administrator confirms to the Administrative Agents that it has received the documentation and evidences set out in each of the Notices (the "Conditions").

Jørgen Madsen Lindemann, Viaplay Group President and CEO: "This is an important step in executing on Viaplay Group's proposed recapitalisation, which is essential in enabling us to deliver on our commitment to rebuild the company and deliver growth, profitability and returns for the benefit of all stakeholders. We are humbled and grateful for the positive result of the vote, which shows very clear support for our path ahead."

Provided that the Conditions are fulfilled and the Effective Date (Sw. Ikraftträdandedagen) occurs, Viaplay Group announces that:

- the Write-Down (Sw. Nedskrivningen) of the amount of SEK 687,375,000 of the total outstanding nominal amount under the Bonds and the payment for the Shares (Sw. Aktierna) as part of the Debt-to-Equity Swap (Sw. Värdepappersbytet) by way of set-off against SEK 229,125,000 of the total outstanding nominal amount under the Bonds will be carried out on 8 February 2024;
- the amended Terms and Conditions will be published on the Company's website on 9 February 2024;
- the Interest Payment (Sw. Räntebetalningen) of accrued but unpaid interest on the set-off amount will be paid in cash through Euroclear Sweden on 15 February 2024 to the persons who are directly registered as Bondholders or as nominees on the record date of 12 February 2024;
- the Shares as part of the Debt-to-Equity Swap will be allocated after registration with the Swedish Companies Registration Office on or around 16 February 2024 to the persons who are directly registered as Bondholders or as nominees on the record date on 8 February 2024; and
- the Early Bird Fee (Sw. Förtidsavgiften) of 1.00% of the nominal amount under the Bonds will be paid on or around 15 February 2024 to the Bondholders who voted in advance in writing no later than 15:00 (CET) on 20 December 2023.

The Write-Down, the Debt-to-Equity Swap, the Interest Payment and the Early Bird Fee will be carried out according to the terms and conditions set out in the Notices and will be administered by Carnegie Investment Bank AB (publ) and Euroclear Sweden (as applicable) to such persons who are directly registered as Bondholders or as nominees on the aforementioned record dates. If any of the above-mentioned dates should

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change, the Company will announce such change by way of a press release. The Blocked Period (Sw. Handelsförbudsperioden) will enter into effect on 1 February 2024 and will apply up to and including the implementation of the Write-Down and set-off for the Debt-to-Equity Swap.

For more detailed information regarding the recapitalisation plan, the Proposal, the Write-Down, the Debt-to-Equity Swap and the Conditions, please refer to the Notices on the Company's website (www.viaplaygroup.com/recapitalisation-and-rights-issue-2023_2024).

NOTES TO EDITORS

Viaplay Group AB (publ) is the international entertainment provider. Our Viaplay streaming service is available direct-to-consumer in every Nordic and Baltic country, Poland, the Netherlands, the UK, the US and Canada. Every day, millions of customers enjoy our unique entertainment offering, including acclaimed Viaplay Series, Films and more, and an unrivalled line-up of premium live sports. In addition, our innovative Viaplay Select branded content concept makes Viaplay's compelling storytelling available to partners around the world. From streaming to TV channels, radio stations and production companies, our purpose is to tell stories, touch lives and expand worlds. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

The information was submitted for publication by the contact person below on 8 January 2024 at 15:30 CET.

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