



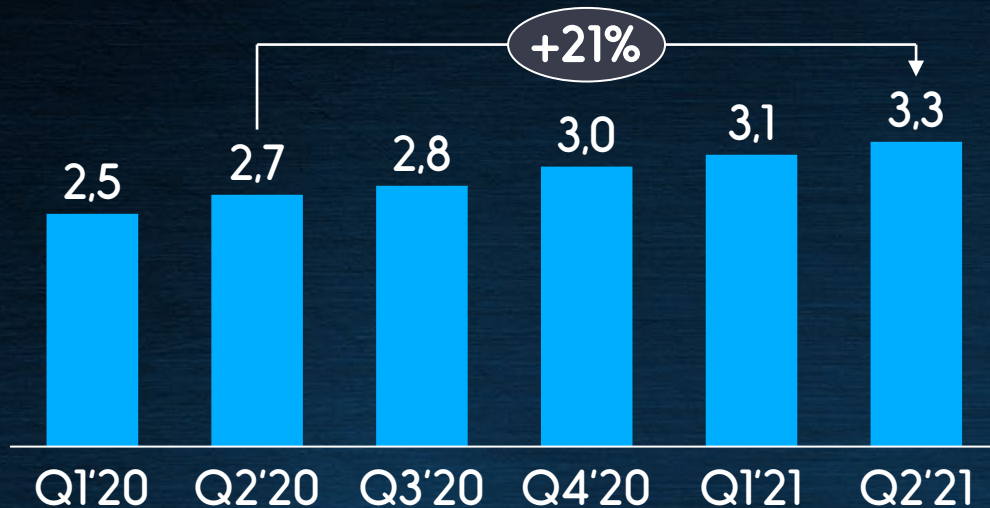
The Nordic Opportunity

Anders Jensen, President & CEO

Viaplay growth



Nordic Viaplay subs (millions)



Nordic Viaplay sales (R12m; SEK Bn)



Viaplay subs to double by 2025



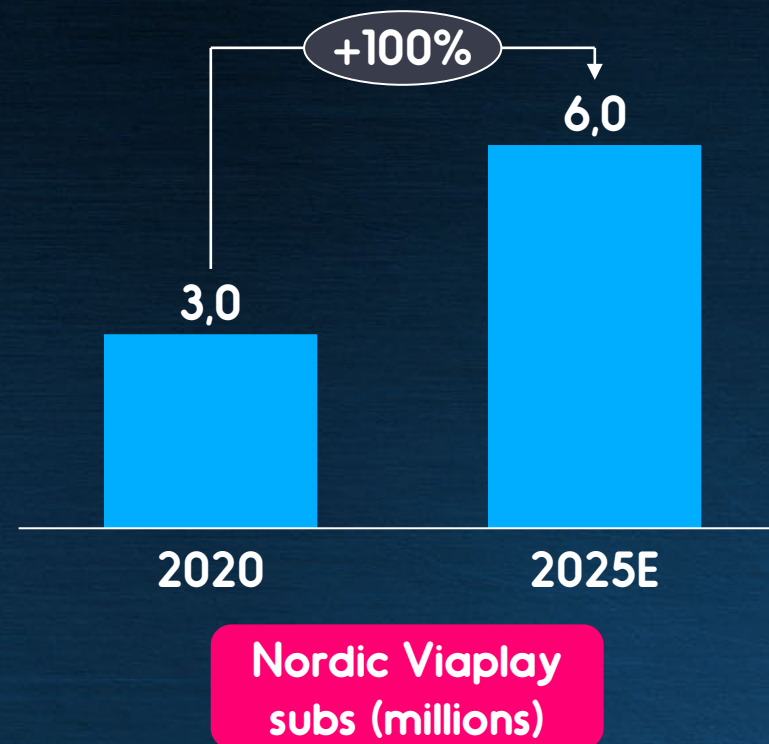
Market growth

Customer engagement

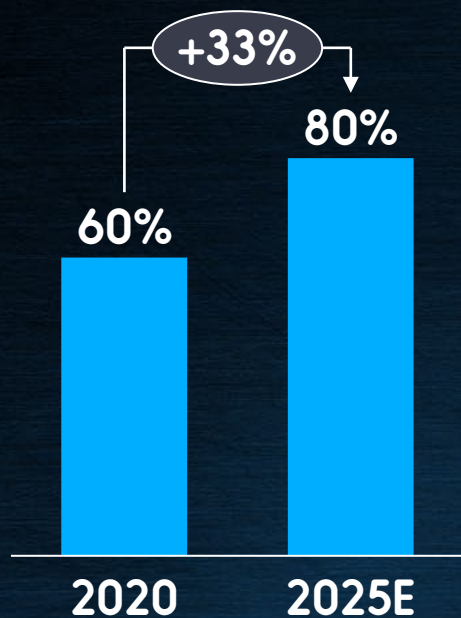
Movies & Series

Sports rights

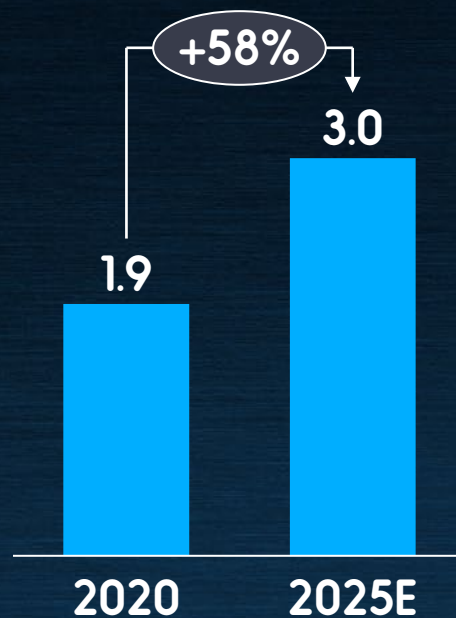
Partnerships



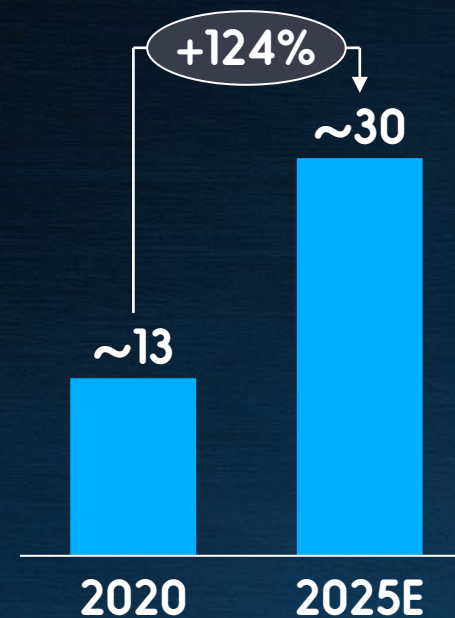
Market growth



SVOD
penetration

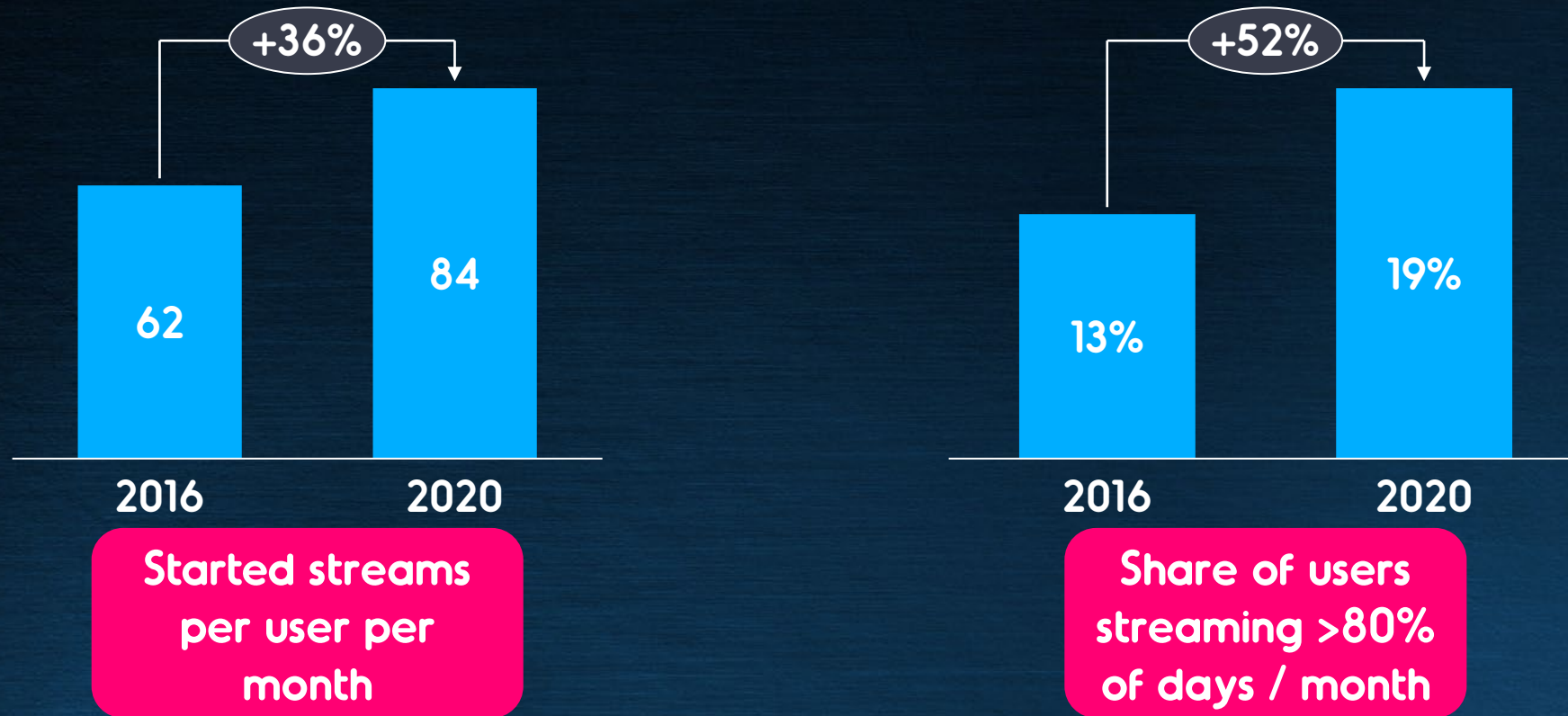


SVOD subs per
SVOD
household



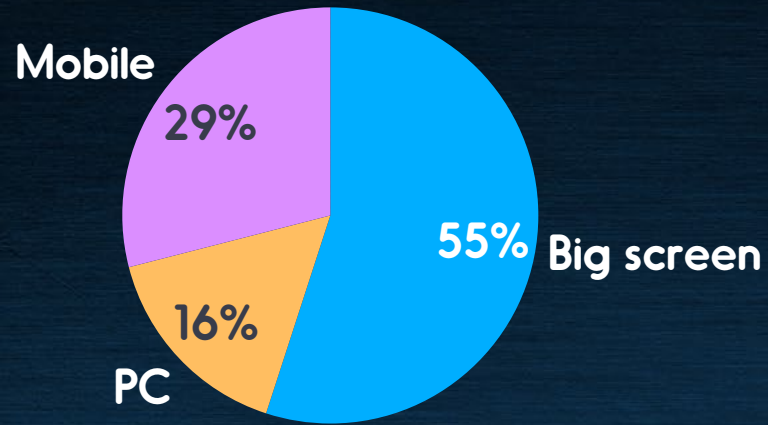
Number of
subs

Increasing user engagement

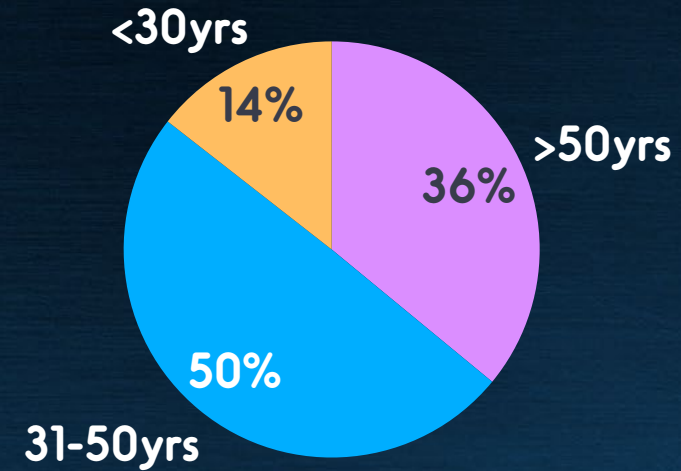


Note: KPIs based on average over 12 months across packages

Broad reach

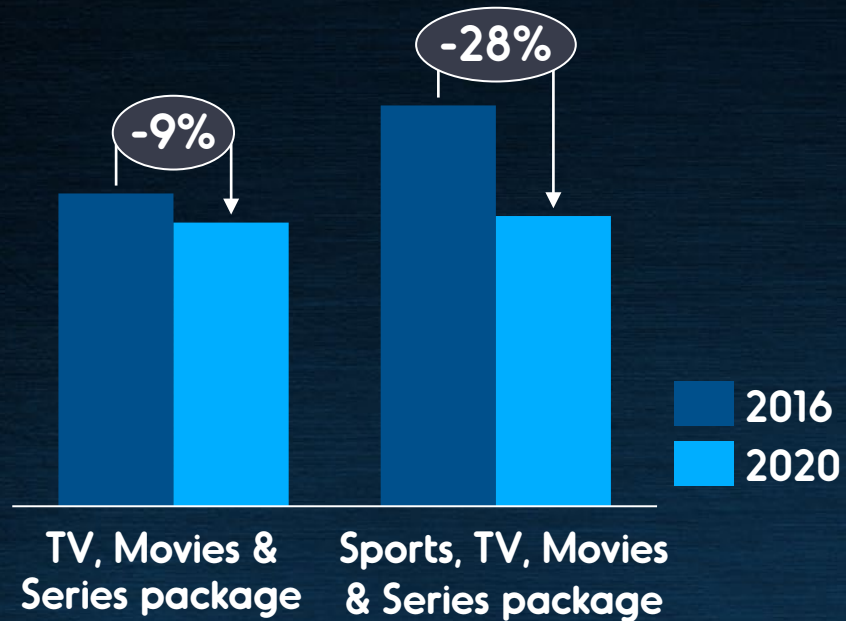


**Streams
by device
(2020)**

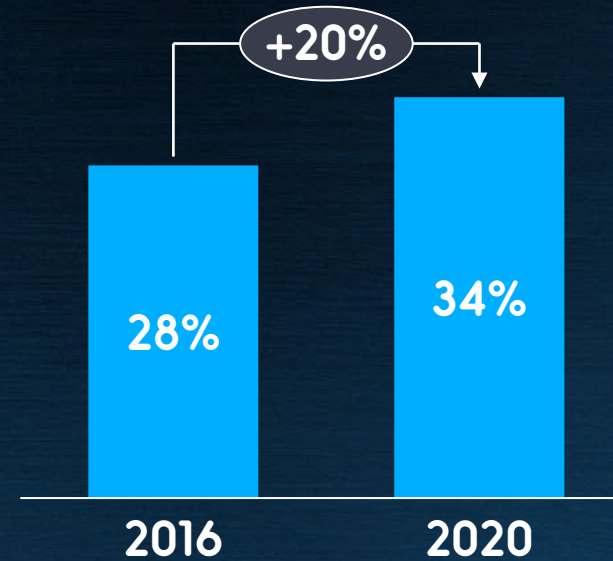


**Customer age
profile
(2020)**

Building a loyal base

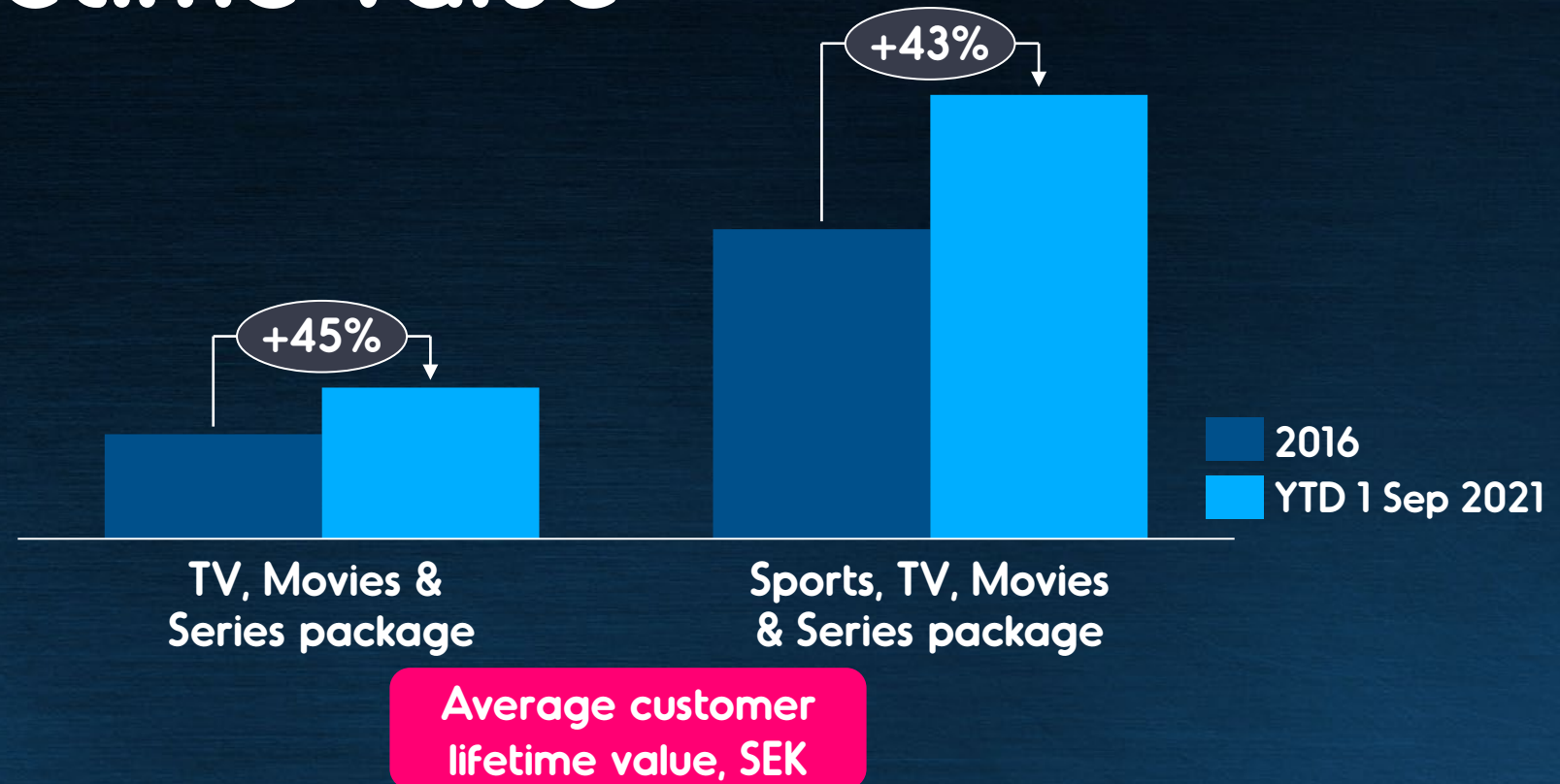


Monthly churn
(average 12 months)



Churned customers
returning in <1 year

Building lifetime value

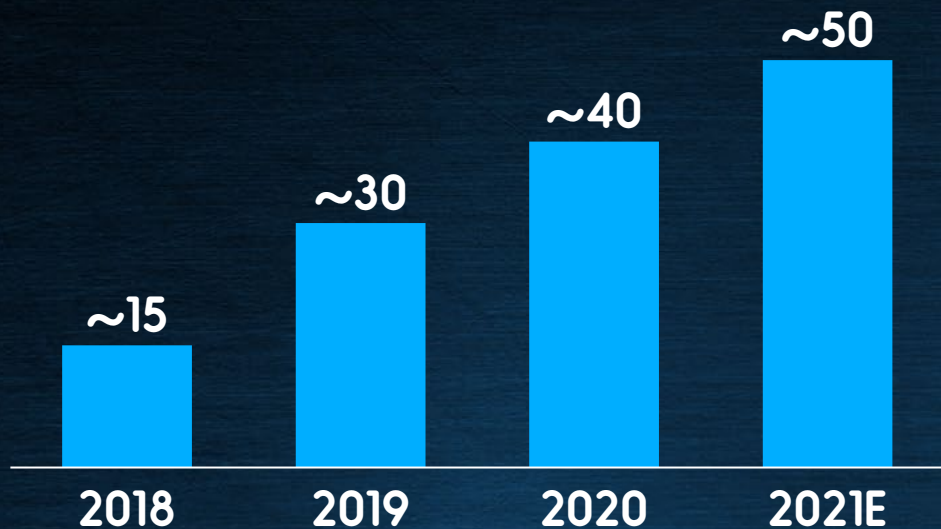


Note: D2C and B2C subscriber base

Viaplay Originals ramp-up



of Originals



~85%

Increase in sales from Viaplay Originals & Productions (2018-20)

~90%

Increase in viewed mins of Viaplay Originals & Productions (2018-20)

Note: Share of sales and viewing for Movies & Series package

Sports portfolio expanded & extended



Unique portfolio of sports rights



New rights coming on stream



Note: Non-exhaustive

Partnering for growth



Long-term
agreements with
major B2B
distributors

Accelerates shift
to streaming &
provides simple
solution

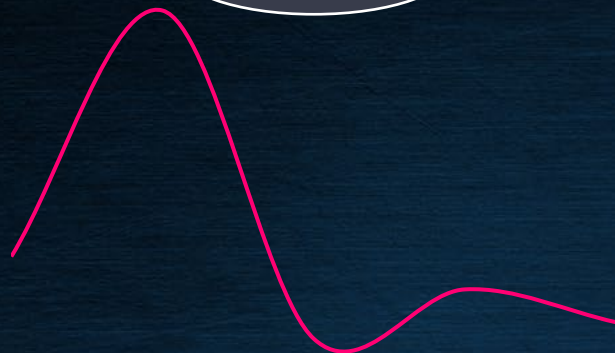
Mutual benefit with
revenue sharing,
increased retention &
pricing power

Growth accelerates in 2022 and 2023



Viaplay Nordic sub growth
(illustrative)

~15%
CAGR



2021

2025

Viaplay Nordic sales growth
(illustrative)

~23-25%
CAGR



2021

2025

Total Nordic sales growth
(illustrative)

~13-15%
CAGR



2021

2025

Updated Nordic targets



~6m

subscribers by
end of 2025

~4.3m subs
at end of 2022

~13-15%

sales CAGR
2020-2025

>20% sales
growth in 2022

~15%

EBIT margin
in 2025

Targeting long term
margin of 20%