

NENT Group signs Polish Viaplay distribution deal with Vectra

- Vectra is Poland's largest cable TV operator and has 1.7 million customers
- Multi-year deal makes Viaplay available as an add-on subscription
- Viaplay to launch in Poland on 3 August

Nordic Entertainment Group (NENT Group) and Poland's leading cable TV operator Vectra have agreed a multi-year distribution deal that makes NENT Group's Viaplay streaming service available to Vectra's 1.7 million customers. Viaplay will launch in Poland on 3 August with a unique combination of Viaplay Originals, international films and series, kids content and premium live sports such as Bundesliga football, with Premier League and Formula 1 to follow in the coming years.

From 3 August, Vectra customers can add a Viaplay subscription to their TV, broadband internet or mobile packages. The Viaplay application will also be available on the TV Smart 4K Box, Vectra's newest set-top box based on the Android TV platform. The largest cable TV operator in Poland by subscribers, Vectra introduced TV Smart in summer 2020, allowing viewers to enjoy its content in the whole territory of Poland and the EU. Viaplay will join and enrich the TV Smart platform from its launch in Poland.

Kim Poder, NENT Group Chief Commercial Officer: "This agreement with Poland's largest cable TV player showcases the long-term appeal of Viaplay to local viewers. In all our markets, ensuring the broad availability of Viaplay is a strategic priority and teaming up with Vectra creates many possibilities. We look forward to welcoming Vectra's customers to our unique streaming offering and to announcing further partnerships in Poland shortly."

Tomasz Żurański, CEO of Vectra: "Our mission is to meet the expectations of our customers and provide them with access to the best entertainment based on the latest technology. We are extremely proud to be among the very first to sign an agreement with Nordic Entertainment Group (NENT Group) in Poland. Viaplay is another very engaging service for cinema and sports enthusiasts in our company's product portfolio. Thanks to the TV Smart service, our customers can also take Viaplay with them to every place in Poland and the EU where there is internet access."

In Poland, Viaplay will launch at a price of [PLN 34 per month with an attractive initial promotion](#), and will be available through third-party partnerships and direct subscriptions. The service is supported by a wide range of devices and platforms, including smart TVs from Samsung, LG, Panasonic, Sony, Philips and TCL; iOS and Android smartphones and tablets; Chromecast and Apple TV; PlayStation 4 and 5, and Xbox One; and PC and Mac.

Today, 25% of Poland's 13.8 million households have a streaming subscription, with an average of 1.5 subscriptions per streaming household, and both numbers are expected to increase significantly as the market matures over the coming years.

In the Nordic and Baltic regions, NENT Group has distribution partnerships with operators and service providers such as Allente, Boxer, Stofa, Waoo and YouSee (Denmark); Elisa (Estonia); Allente, DNA, Elisa and Telia (Finland); Tet (Latvia); Allente, Altibox, Get, NextGenTel, RiksTV and Telenor (Norway); and A3, Allente, Bahnhof, Com Hem, Connex TV, Junet, Kalejdo, Mediatechnik, Ownit, Sappa, Serverado, Telia and Universal Telecom (Sweden).

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group)'s Viaplay streaming service is available in every Nordic country and in Estonia, Latvia and Lithuania. Viaplay will launch in Poland and the US in 2021 and the Netherlands in 2022, followed by four additional markets by the end of 2023. We operate streaming services, TV channels, radio stations and production companies, and our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm and with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

About Vectra

Vectra Group (www.vectra.pl) is the largest cable operator in Poland. 1.7 million customers currently use the services provided by Vectra Group. The operator's network covers nearly 4.6 million households. Vectra offers modern TV services, OTT services, fiber-optic Internet, as well as mobile and fixed-line telephone services for home and business use. In addition to the main services, the operator also offers a wide range of additional services. Taking care of the customers' needs, Vectra introduces innovative solutions, including: TV Smart 4K BOX set-top box based on Android TV, which allows to connect the world of traditional linear television with the online world. In practice, this means not only the variety of films from one of the largest VOD libraries in Poland or TV channels, as well as access to the largest SVOD services in the world but also countless Android TV applications. And all this available not only in the client's home, but also outside of it – wherever there is Internet access, both across the country and in the EU. Vectra Group's fiber-optic backbone network is one of the leading national telecommunications infrastructures.

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