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Voting support ahead of bondholder meetings

Viaplay Group announces that it has received written votes ahead of its bondholder meetings to be held on 8 January 2024. Bondholders representing 93.71% of the total volume of its medium term notes maturing in 2024 (ISIN: SE0011426220), 95.08% of the total volume of its medium term notes maturing in 2025 (ISIN: SE0012676138), and 94.67% of the total volume of its medium term notes maturing in 2026 (ISIN: SE0013104957) have submitted their votes, and 99.70%, 99.68% and 100.00%, respectively, have voted for Viaplay Group's proposal as published on 6 December 2023 in the notices to the bondholder meetings. Approval of the proposal set out in the notices to the bondholder meetings is a key step in the Group's recapitalisation plan, which was announced on 1 December 2023.

The votes have been received during the early bird voting period which was concluded at 15:00 (CET) on 20 December 2023 and are subject to the terms and conditions of the proposal. A quorum of 50% of each bond series is required at the meeting, with 90% of the votes of each bond series at the meeting required for the proposal to be accepted.

The notices to the bondholder meetings and the recapitalisation plan can be found on Viaplay Group's website (www.viaplaygroup.com/recapitalisation-and-rights-issue-2023_2024).

The final outcome of the voting will be announced after the bondholder meetings, which will be held at Gernandt & Danielsson, Hamngatan 2, 111 47 Stockholm, at 13:00 (CET) on 8 January 2024 with registration starting at 12:45 (CET). The voting record date was 13 December 2023 and the last day for voting by means of votes in writing in advance is 5 January 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

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companies, our purpose is to tell stories, touch lives and expand worlds. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

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