

Viaplay Group UK – UK Tax Strategy

This tax strategy has been approved by the Board of Viaplay Group UK Limited and is applicable to this entity and all subsidiary entities. It is published in accordance with paragraphs 19(2) and 22(2) of Schedule 19 of the Finance Act 2016.

This publication relates to the year ended 31 December 2025.

About Viaplay Group

Viaplay Group is the Nordic region's leading entertainment provider. Our Viaplay streaming service is available in every Nordic country, as well as in the Netherlands, and our Viaplay Select branded content concept has been added to partner platforms around the world. We also operate TV channels across most of our markets, as well as radio stations in Norway and Sweden. Our talented people come to work every day with a shared passion and clear mission to entertain millions of people with our unique offering of locally relevant storytelling, which spans premium live sports, films, series and music. Our purpose is to grow our business profitably and responsibly, and deliver sustainable value for all our stakeholders. Headquartered in Stockholm, Viaplay Group is listed on Nasdaq Stockholm ('VPLAY A' and 'VPLAY B').

The tax strategy is founded on our core corporate values as defined globally by Viaplay Group. The core corporate values include a commitment to conduct our business in full compliance with all applicable laws and regulations, observing the spirit as well as the letter of the law, and to achieve high standards of corporate and social responsibility.

Our approach to tax planning

Viaplay Group's tax guidelines refer to the need for all tax planning measures to be in compliance with all applicable local laws and regulation, as well as international guidelines and principles. Viaplay Group aims to limit its exposure to tax risks by ensuring that there is a clear commercial purpose behind everything that we do and to align with the Group's strategic and commercial objectives. Our tax strategy and tax planning opportunities are evaluated within clear risk parameters and reflect the Group's existing internal governance and compliance policies. We are categorised by HM Revenue and Customs (HMRC) as a low risk business. We are committed to maintaining our low risk status by being transparent with HMRC and by not engaging in tax planning that is not within the spirit of UK tax legislation and HMRC guidance.

We have a low tolerance towards tax risk. Any activities undertaken outside of the ordinary course of business, such as internal reorganisations or other similar transactions, require approval by the Group CFO and the Head of Group Tax, and controls are in place to escalate tax matters to the Group Board of Directors where necessary. External advice from tax specialists is obtained on an ongoing basis in relation to all taxes to ensure Viaplay Group in the UK is compliant with UK tax legislation and aware of the latest developments and best practice. We consult with HMRC where appropriate to obtain certainty of treatment and to mitigate tax risk.

Relationship with HMRC

Viaplay Group maintains a professional relationship with governments and tax authorities. We seek to be open and transparent in all our dealings, and we work to ensure that all entities fulfil their tax compliance obligations and supply whatever information is required by local and international authorities in a timely manner.

The management of tax risk is an integral element of Viaplay Group's tax guidelines, and the guidelines have been developed with the objective of mitigating risk across the group. We seek to be open and transparent in all dealings with the UK tax authorities, and wherever possible to have open dialogue with our HMRC Customer Compliance Manager.

The Group's tax guidelines dictate how Group companies should approach their relationship with tax authorities. Viaplay Group values its open and collaborative relationship with tax authorities globally (including HMRC), and the Group's tax guidelines emphasize that all entities should submit tax returns and supply information required by local authorities in a timely manner and maintain good professional relationships with local authorities.

Approach to risk management and governance

In the UK, tax is managed by the local finance team who oversee tax risk management and deal with day-to-day tax issues. Escalation mechanisms are in place to ensure that the Head of Group Tax has visibility of any significant tax risks at group or entity level. The team will seek professional advice on tax matters where needed to support the knowledge of the local team. Effective business partnering with our external tax specialists also plays a key role in the early identification of tax risk.

It is the responsibility of the respective Finance director to implement and monitor adherence to the tax guidelines. The Head of Group Tax is regularly in contact with the UK Head of finance and finance team, and is therefore able to monitor compliance with the Group's tax guidelines.

Viaplay Group is within the UK's Senior Accounting Officer (SAO) regime. The UK Group CFO is responsible for ensuring Viaplay Group UK has appropriate controls and processes in place to mitigate risks in tax accounting. Viaplay Group UK undertakes an annual review of these risks and controls to assess their completeness and effectiveness.

We report tax on a quarterly basis to our parent company and hold regular risk management meetings where we monitor our controls to ensure their effectiveness and update where necessary in order to ensure that tax risk is monitored appropriately. We also undergo internal assurance exercises to ensure that the general policies, procedures and controls that support our approach are in place, maintained and are followed, in order to ensure appropriate levels of governance.