

Sahar Kupersmidt appointed SVP & Head of Nordic DTH TV

- Sahar Kupersmidt takes on Nordic responsibility for NENT Group's Viasat satellite operator business
- Mahmoud Mustapha appointed VP & Head of Pay TV Sweden

Nordic Entertainment Group (NENT Group) has appointed Sahar Kupersmidt as SVP & Head of Nordic DTH TV. Sahar will lead the region wide development of NENT Group's Viasat satellite operator business, which offers pay TV services to customers in Denmark, Finland, Norway and Sweden.

In her new role, Sahar will hold commercial, strategic and business development responsibility for Viasat's satellite operator activities in the Nordic region. Local teams will continue to lead execution across the Viasat organisation, which also includes channel distribution and broadband access (Sweden) business areas.

Sahar joined NENT Group in 2007 and has held several leadership roles at the group, most recently Head of Viasat Sweden. [In February 2018](#), she was named Female Role Model of the Year at Sweden's Telekomgala industry awards. Sahar will report to NENT Group President & CEO Anders Jensen and will be a member of the Group Executive Management team.

Anders Jensen, NENT Group President and CEO: "Every day, NENT Group reaches millions of customers through our streaming and broadcasting services. We see huge potential in Viasat, which is one of the most recognisable entertainment brands in the Nordic region today. Sahar's know-how, commercial acumen and unique ability to inspire will be huge assets as we maximise the impact of our Viasat offering by combining central focus with local execution."

Sahar Kupersmidt, NENT Group SVP & Head of Nordic DTH TV: "It's been a privilege to lead the amazing Swedish Viasat team and to achieve such great things together. Now I can't wait to work with my talented colleagues across the whole region. Our people, content and technology will ensure that we shape this highly competitive market for years to come."

Following Sahar's appointment, Mahmoud Mustapha, previously Viasat Sweden's Director of Product and Customer Experience, has been appointed VP & Head of Pay TV Sweden.

Mahmoud Mustapha, NENT Group VP & Head of Pay TV Sweden: "I'm honoured to follow Sahar Kupersmidt in leading the Viasat Sweden success story. We have an unrivalled position in pay TV and have rapidly developed a world class broadband product. We want

Viasat's offering of the very best sports, films and series to be as broadly available as possible. Our priorities are to reinforce our position in satellite, expand our broadband footprint and work even more closely with our partners."

Both Sahar Kupersmidt and Mahmoud Mustapha take on their new roles with immediate effect.

NOTES TO EDITORS

Nordic Entertainment Group (NENT Group) is the Nordic region's leading entertainment provider. We entertain millions of people every day with our streaming services, TV channels and radio stations, and our production companies create exciting content for media companies around the world. We make life more entertaining by enabling the best and broadest experiences – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is part of Modern Times Group MTG AB (publ), a leading international digital entertainment group listed on Nasdaq Stockholm ('MTGA' and 'MTGB'). NENT Group is proposed to be listed separately on Nasdaq Stockholm in March 2019.

Contact us:

press@nentgroup.com (or Tobias Gyhlénus, Head of Public Relations; +46 73 699 27 09)

investors@nentgroup.com (or Stefan Lycke, Head of Investor Relations; +46 73 699 27 14)

Download high-resolution photos: [Flickr](#)

Follow us:

nentgroup.com / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

Privacy policy:

NENT is part of MTG; to read our privacy policy, [click here](#)