

NENT Group's Viaplay to show Wilder-Fury world title fight

- NENT Group secures exclusive Nordic media rights to Deontay Wilder vs. Tyson Fury heavyweight boxing match on 1 December
- Fight available live on Viaplay in Denmark, Finland, Norway and Sweden as pay-per-view event
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group) will provide exclusive Nordic coverage of the world heavyweight title showdown between WBC champion Deontay Wilder and former belt holder Tyson Fury on 1 December. The eagerly anticipated contest will be shown live as a pay-per-view event on NENT Group's streaming service Viaplay.

On 1 December, world heavyweight champion Deontay Wilder (40-0, 39 KOs) and Tyson Fury (27-0, 19 KOs) go head to head at Los Angeles' Staples Center. One of the year's most high profile bouts – and the first title fight between undefeated heavyweights since 1992 – Wilder vs. Fury promises explosive action from two of the biggest hitters in boxing today.

The winner is expected to take on WBA (Super), IBF, WBO and IBO heavyweight champion Anthony Joshua (22-0, 21 KOs) next spring to unify all the heavyweight boxing titles for the first time in history.

Wilder vs. Fury will be shown live as a pay-per-view event on Viaplay and will be priced at DKK 499 in Denmark, EUR 49.99 in Finland, NOK 499 in Norway and SEK 499 in Sweden.

Kim Mikkelsen, NENT Group SVP and Head of Sport: "Fight fans in the Nordic region are always first to the punch with Viaplay. Wilder vs. Fury is a clash for the ages – two unbeaten heavyweights battling for a world title and possibly the chance to make history against Anthony Joshua. NENT Group is the Nordic king of the ring and we continue to invest in the very best live sports experiences."

In August 2017, NENT Group brought Floyd Mayweather Jr. vs. Conor McGregor to fans across the Nordics as the region's biggest ever pay-per-view event.

NENT Group brings millions of fans closer to the sports they love – every shot, every goal, every touchdown, every putt, every punch, every lap, every time. NENT Group shows more than 50,000 hours of the world's best live sporting action every year on its TV channels and streaming services, including NHL and KHL ice hockey, UEFA Champions League, Premier

League, Bundesliga and Ligue 1 football, Formula 1, NFL American football, boxing, UFC and golf.

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.

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