

NENT Group secures exclusive women's tennis rights

- NENT Group acquires exclusive WTA tennis media rights in Sweden, Norway and Finland
- Fifty WTA tournaments from around the world to be shown live on Viaplay in 2019
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group) has acquired the exclusive Swedish, Norwegian and Finnish media rights to 50 tennis tournaments from the Women's Tennis Association (WTA). Tennis fans can now follow players such as Denmark's Caroline Wozniacki and Sweden's Rebecca Peterson live on NENT Group's streaming service Viaplay, with selected matches also broadcast on NENT Group's TV channels.

NENT Group's coverage of an extensive range of WTA Premier and International category events begins with this month's WTA tournaments in Shenzhen, Brisbane and Auckland, and concludes with the season-ending WTA Finals in Shenzhen between 27 October and 3 November 2019.

NENT Group also holds the Danish, Swedish and Norwegian media rights to the men's tennis ATP World Tour Masters 1000 series and ATP World Tour Finals; and the Danish media rights to the ATP World Tour 250 and ATP World Tour 500.

Kim Mikkelsen, NENT Group SVP and Head of Sport: "We continue to broaden and deepen NENT Group's unrivalled sports portfolio and bring the very best experiences to every fan in the Nordic region. Now we're serving up another ace in 2019 with no less than 50 WTA tournaments, which together with our fantastic ATP coverage mean we offer some of the world's most compelling and competitive tennis."

Micky Lawler, WTA President: "Our sport continues to grow and inspire new fans around the world, thanks to broadcast opportunities such as these. We're extremely pleased with NENT Group's dedication to bring women's tennis to new audiences and look forward to building our fan base in the Nordic region through our exciting WTA Premier and International events."

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, tennis, basketball, handball 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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