

# NENT Group and Boxer extend distribution agreement in Denmark

- Viaplay film and series offering to be included in Boxer TV Max package
- Boxer continues to distribute NENT Group's Danish free-TV channels

**Nordic Entertainment Group (NENT Group) and Danish digital TV distributor Boxer have extended their distribution partnership in Denmark for several additional years. Starting later this year, NENT Group's Viaplay streaming service will reach more households as part of Boxer's largest TV package, while Boxer will continue to distribute NENT Group's Danish free-TV channels. The agreement reflects NENT Group's ongoing focus on distribution partnerships that increase the reach of Viaplay across the Nordic region.**

Viaplay's film and series offering, which will become available to all Boxer TV Max customers, includes a unique combination of original productions, international films and series, and kids content.

Boxer's extended distribution of NENT Group's free-TV channels (TV3, TV3+, TV3 PULS, TV3 Sport and TV3 MAX) in Denmark means that Boxer customers can continue enjoying live action from high-profile sports events such as UEFA Champions League, Formula 1 and Superliga, as well as popular Danish TV shows such as 'Masterchef' and 'Robinson Ekspeditionen'.

Kim Poder, EVP, Group Chief Commercial Officer and CEO of NENT Group Denmark: "We are the Nordic region's leading entertainment provider, and extending our partnership with one of Denmark's major TV distributors is an important step in growing our Viaplay subscriber base. Our long and successful relationship continues to bring the very best content to viewers across Denmark. In 2019 we're looking forward to premiering fantastic Danish original series such as 'Straight Forward' and 'Face to Face', so the timing couldn't be better to take Viaplay to even more households than ever before."

Ulf Lund, Boxer CEO: "Viaplay offers a unique combination of attractive international titles and Danish content that customers can access wherever and whenever they want. We expect Viaplay to be welcomed by our customers."

In addition to offering Viaplay directly to customers, NENT Group has distribution partnerships with operators and service providers such as YouSee, Stofa, Waoo and Telenor in Denmark; Telenor, RiksTV, Get, Canal Digital and NextGenTel in Norway; Tele2, Com Hem, Boxer, Bahnhof, A3, Universal Telecom, Mediateknik, Canal Digital, Sappa, Telia, Telenor, Kalejdo, Serverado, Connect TV and Ownit in Sweden; and [DNA in Finland](#).

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## 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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