

NENT Group and YouSee enter Premier League agreement

- NENT Group and YouSee enter agreement for 116 Premier League matches to be broadcast live on YouSee's TV channel Xee every season from August 2019 until 2022
- 116 additional live Premier League matches will be broadcast on NENT's Danish TV3 channels every year
- All 232 live games will be streamed on NENT Group's Viaplay streaming service
- YouSee to purchase TV sports production services, including commentary and analysis, from NENT Group for Premier League matches shown on Xee

Nordic Entertainment Group (NENT Group) and YouSee will offer exclusive TV coverage of live Premier League football in Denmark from the 2019/2020 season, which kicks off in August 2019. NENT Group's TV3+ and TV3 MAX channels and YouSee's Xee channel will each broadcast 116 live Premier League matches every season until 2022. Each of these 232 matches will also be shown live on NENT Group's Viaplay streaming service.

YouSee has entered into an agreement with NENT Group covering production, commentary and studio analysis for Xee's Premier League coverage. Xee was launched on 20 January by Danish TV, telephony and broadband provider YouSee, which is part of TDC Group.

Kim Poder, NENT Group Chief Commercial Officer and CEO of NENT Group Denmark: "This agreement ensures that the massively popular Premier League will be broadly available to Danish viewers via NENT Group's streaming services and TV channels along with YouSee's new Xee channel. The action will be presented by the familiar faces of TV3's expert sports team, and we are once again demonstrating NENT Group's ability to establish innovative partnerships with our outstanding content portfolio."

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 (publ) (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 content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – 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 expected to be listed separately on Nasdaq Stockholm on 28 March 2019 under the symbols 'NENT A' and 'NENT B'.

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