

# NENT Group appoints Cecilia Gave as Head of Viafree

- Cecilia Gave appointed as SVP & Group Head of Viafree
- Alexander Bastin to focus fully on Viaplay's commercial development as SVP & Viaplay Chief Commercial Officer
- Jakob Mejlhede Andersen, EVP & Viaplay Chief Content Officer, to continue developing Viaplay's original productions and Viaplay's overall non-sports content proposition
- Appointments reflect ongoing accelerated development of NENT Group's Nordic streaming services

**Nordic Entertainment Group (NENT Group) has appointed Cecilia Gave as SVP & Group Head of Viafree, NENT Group's leading pan-Nordic advertising funded streaming service. Cecilia joins the Group Executive Management team and reports to NENT Group President and CEO Anders Jensen. Cecilia joined NENT Group in 2016 as Chief Operating Officer NENT Sports Sweden.**

In her new role, Cecilia is responsible for the overall strategic, commercial and business development of [Viafree](#). Available across the Nordic region, Viafree offers exclusive digital-first content, selected original Nordic drama, reality shows, comedy, live sports and much more. The Viafree app has been downloaded more than 3 million times since its launch in 2016. More than 1 million users in Sweden have signed up since Viafree introduced mandatory log-in, which will also be launched in Denmark, Norway and Finland in due course.

Alexander Bastin, SVP & Viaplay Chief Commercial Officer, will now focus fully on the business strategy, operational execution and commercial development of NENT Group's premium subscription streaming service Viaplay.

Jakob Mejlhede Andersen, EVP & Viaplay Chief Content Officer, will continue to lead Viaplay's increasing original production activities, while also managing NENT Group's content acquisitions team. NENT Group will premiere a minimum of 20 original series on Viaplay every year, while continuing to acquire the best international films, series and kids content.

Anders Jensen, NENT Group President and CEO: "Viaplay and Viafree entertain millions of viewers across the Nordic region every day and have the potential to reach many millions more. Cecilia has done a fantastic job at our sports organisation and I am very happy that she will now take on responsibility for Viafree, which is one of our most exciting services. This will enable Alexander to focus fully on realising the full commercial potential of Viaplay, while Jakob will ensure that we take our original storytelling to the next level."

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## NOTES TO EDITORS

*Nordic Entertainment Group AB (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 listed on Nasdaq Stockholm ('NENT A' and 'NENT B').*

### Contact us:

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

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

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