

NENT Group to be home of Alpine and Nordic winter sports from 2021

- NENT Group signs long-term exclusive pan-Nordic agreement to bring world-class winter sports to Viaplay, Viafree, Viasat and NENT Group's free-TV channels
- NENT Group will show more than 500 hours of live winter sports every season
- Every year, NENT Group shows more than 50,000 hours of the world's best live sporting action

Nordic Entertainment Group (NENT Group) has acquired the exclusive Nordic media rights to a comprehensive range of the world's leading winter sports competitions from Infront Sports & Media. The landmark five-year deal secures the hugely popular FIS Alpine Ski World Cup and FIS Cross Country World Cup and much more for NENT Group's platforms and channels, and reinforces NENT Group's position as the unrivalled home of the very best sports experiences in the Nordic region.

From 2021, viewers of NENT Group's Viaplay and Viafree streaming services, Viasat pay-TV channels and free-TV channels will be able to enjoy world-class live winter sports action from all the World Cup disciplines*:

- Mens and Ladies FIS Alpine Ski World Cup
- Mens and Ladies FIS Cross Country World Cup
- Mens and Ladies FIS Ski Jumping World Cup
- Mens FIS Nordic Combined World Cup
- Mens and Ladies FIS Snowboard World Cup
- Mens and Ladies FIS Freestyle Ski and Freeski World Cup

The deal also includes the FIS World Ski Championships in 2023 and 2025.

Winter sports have a long heritage in the Nordic region, with a proven capacity to engage millions of viewers, and over the decades have created many of the region's most famous sporting memories and moments. NENT Group will build on those memories and moments to create a complete experience for all viewers, keeping skiing close to the existing fan base while at the same time striving to attract the next generation.

Since June 2018, NENT Group has secured or renewed an unprecedented range of premium sports rights including the Premier League, Bundesliga, Ligue 1, Formula One, IndyCar, the IHF World Handball Championship and EHF European Handball Championship, European Tour Golf and the Ryder Cup, the Danish UEFA Euro 2020 rights and more.

Anders Jensen, NENT Group President and CEO: "This agreement is a major milestone for us. I consider it just as significant as the acquisition of the Ice Hockey World Championship

rights in 1989 and the Olympic rights in 2011. From Stenmark, Kalla and Kirvesniemi to Bjørgen and Dæhlie and many more, winter sports have created some of the greatest Nordic sports stars of all time. This addition of winter sports to our platforms, especially Viaplay, once again reinforces NENT Group's position as the undisputed home of world-class sports experiences in the Nordic region."

Bruno Marty, Infront's Senior Vice President Winter Sports: "Infront's DNA is rooted in winter sports and we believe this new agreement goes a long way to securing their future. We know NENT Group will provide an unparalleled distribution across all platforms, delivering a top-quality broadcast on free and pay television and exploiting their vast OTT experience to showcase more of these sports to a far younger audience than ever before."

Kim Mikkelsen, NENT Group Head of Sport: "Every week, winter sports attract millions of viewers across the Nordic region. We will bring our world-class production, commentary and analysis team to these rights to ensure that viewers get the best possible experience, just as we do with the Ice Hockey World Championships. Now winter sports fans can look forward to more than 500 hours of amazing action every season on the leading broadcast and streaming platforms in the business."

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, IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

*Rights to a few specific World Cup events are not included in the deal with Infront.

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').

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