

NENT Group appoints CEO of Viasat Consumer

- Jonas Gustafsson appointed SVP & CEO of Viasat Consumer
- New organisation comprises NENT Group's satellite and broadband TV consumer offerings

Nordic Entertainment Group (NENT Group) has appointed Jonas Gustafsson as Senior Vice President & CEO of Viasat Consumer, a new NENT Group operating unit. Viasat is one of the most recognised entertainment brands in the Nordic region and the new organisation comprises Viasat's satellite and broadband TV consumer offerings.

The new Viasat Consumer organisation will focus on aligning and realising the full commercial potential of NENT Group's Viasat satellite and broadband TV consumer offerings across the Nordic region. NENT Group's country CEOs will continue to be responsible for the Viasat partner sales in each Nordic country that make Viasat's channel packages available on third party networks.

Jonas Gustafsson's appointment is effective from 1 June and he will be part of the Group Executive Management team reporting to NENT Group President & CEO Anders Jensen. Jonas Gustafsson joined NENT Group in 2015 and is currently acting CEO of NENT Group Sweden, a role in which he will continue until Filippa Wallestam, CEO of NENT Group Sweden, returns from parental leave in August 2019.

As of 31 March 2019, Viasat had 490,000 satellite TV customers, and provided TV over broadband (IPTV) to approximately 120,000 subscribers in Sweden via fibre networks. The Viasat offering comprises a combination of Viasat TV channels and third party channels, as well as NENT Group's Viaplay streaming service.

Anders Jensen, NENT Group President and CEO: "NENT Group's success is built on our best-in-class content, technology and teams, so we are now ramping up our ambitions for one of the most recognisable entertainment brands in the Nordic region. Jonas will ensure that we realise the full benefit of being a pan-Nordic player with a fantastic TV offering spanning series, movies, kids content and live sports. Jonas first joined NENT Group as part of our strategy team and is currently acting CEO of our largest country operation, so he is the perfect candidate to lead this important new set-up."

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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