

# NENT Group appoints Head of People and Culture

- Sahar Kupersmidt appointed as SVP & Head of People and Culture
- New function responsible for NENT Group's talent attraction and retention, competence and leadership development

**Nordic Entertainment Group (NENT Group) has appointed Sahar Kupersmidt as Senior Vice President & Head of People and Culture. The new People and Culture function will drive NENT Group's work to attract, motivate and retain the best people in the business, while also focusing on the implementation of the Group's new values and continued development of the company's culture.**

The new role of Head of People and Culture will be part of the Group's Executive Management team. The function will encompass NENT Group's Human Resources departments and will be responsible for talent attraction and retention, as well as competence and leadership development.

Sahar Kupersmidt's appointment is effective from 1 June and she will report to NENT Group President & CEO Anders Jensen. Sahar Kupersmidt joined NENT Group in 2007 and has held a number of senior positions across the Group.

Anders Jensen, NENT Group President and CEO: "NENT Group's success is built on our best-in-class platforms, content and teams. Our people are at the heart of what we do, our culture and our values. This new Group function will enable us to attract, motivate and retain even more of the industry's best talents. Sahar has successfully held key leadership roles at NENT Group, in addition to sponsoring our Challengers talent promotion programme, and she is playing a leading role in our Equality, Diversity and Inclusion work. Sahar's drive, passion and inspiration will be vital in shaping and developing NENT Group's commitment to our people and culture."

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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').*

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