

NENT Group secures rights to world's leading women's football leagues

- NENT Group acquires exclusive Nordic media rights to Barclays FA Women's Super League, Frauen-Bundesliga and Division 1 Féminine
- Competitions showcase top Nordic stars and many of Europe's best players
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has acquired the exclusive Nordic media rights to top-division women's football from England, Germany and France. Over 100 women's football matches will be shown live on NENT Group's Viaplay streaming service every year until 2022, with selected games broadcast on NENT Group's free-TV channels. NENT Group has also secured the Nordic rights to two upcoming UEFA Women's EURO 2021 qualifiers featuring Sweden and Norway.

Ranked by UEFA as Europe's three best women's football leagues, the Barclays FA Women's Super League, Frauen-Bundesliga and Division 1 Féminine feature leading clubs such as Arsenal, Manchester City, Liverpool, 1. FFC Frankfurt, VfL Wolfsburg, Paris Saint-Germain and Olympique Lyonnais. The competitions are also home to Nordic talents including 2018 Ballon d'Or winner Ada Hegerberg, Pernille Harder, Adelina Engman, Hedvig Lindahl and Magdalena Eriksson.

At least 50 FA Women's Super League and up to 60 Frauen-Bundesliga matches will be shown by NENT Group every season until 2022, and 22 matches from Division 1 Féminine every season until 2021. In addition, NENT Group will broadcast the French cup final and super cup final for the next two seasons as well as up to four of Olympique Lyonnais' home games in the 2019/20 UEFA Women's Champions League.

Next month's spectacular opening weekend of the 2019/20 FA Women's Super League season will include the Manchester derby (Manchester City vs. Manchester United) on 7 September, followed by two London derbies on 8 September (Chelsea vs. Tottenham Hotspur and title-holders Arsenal vs. West Ham).

NENT Group will also provide live coverage of Sweden's UEFA Women's EURO 2021 qualifier against Latvia on 3 September and Norway's qualifier against Belarus on 4 October.

Anders Jensen, NENT Group President and CEO: "NENT Group's acquisition of these rights is leadership in every sense of the word. For the first time ever, viewers will be able to stream Europe's three best women's football leagues on one platform as part of Viaplay's

unrivalled live sports offering. This is an important step in the quest to increase the commercial value of women's football, attract new fans and inspire every young player to follow their dreams."

Pernille Harder, VfL Wolfsburg and 2017/18 UEFA Women's Player of the Year: "It's a big step in the development of women's football that a well-established broadcaster like Nordic Entertainment Group will now feature the very best women's league football from Germany, France and the UK. I will say it's a historic move that I'm sure will benefit all female footballers around Europe."

Kim Mikkelsen, NENT Group Head of Sport: "Women's football is entering a new era after this summer's FIFA Women's World Cup attracted a worldwide audience of over 1 billion viewers. Nobody covers football like NENT Group – as the Nordic home of football, we deliver world-class coverage of the planet's top leagues every week. Our viewers can now look forward to more than 100 new live games every season from this range of thrilling competitions, which feature the very best players and include a number of homegrown superstars from across the Nordic region."

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 streaming services and TV channels, 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.

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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