

NENT Group to show Joshua vs. Ruiz boxing world title fight

- Viaplay to be exclusive Nordic home of heavyweight world title fight on 7 December
- IBF, WBA (Super), WBO and IBO world titles on the line in pay-per-view match-up
- 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, will provide exclusive pan-Nordic coverage of the heavyweight world boxing title fight between Anthony Joshua and Andy Ruiz Jr. on 7 December. Four world titles are at stake in the eagerly anticipated match-up, which brings the fighters face to face for the first time since Ruiz's sensational victory over Joshua in June in New York. The contest will be shown live on NENT Group's Viaplay streaming service as a pay-per-view event.

Andy 'The Destroyer' Ruiz (33-1; 22 KOs) shocked Madison Square Garden and the sports world on 1 June by stopping previously undefeated heavyweight champion Anthony Joshua (22-1; 21 KOs) via technical knock-out to capture the IBF, WBA (Super), WBO and IBO world titles. The 'Clash on the Dunes' on 7 December in Diriyah, Saudi Arabia puts all four belts on the line once more in a momentous rematch expected to be watched by a massive global audience.

Joshua vs. Ruiz will be shown live as a pay-per-view event on Viaplay and will be priced at DKK 499 in Denmark, EUR 49.95 in Finland, NOK 499 in Norway and SEK 499 in Sweden.

Kim Mikkelsen, NENT Group Head of Sport: "Andy Ruiz has already made history this year by taking down Anthony Joshua for the first time in the former champion's spectacular career. The world will be watching as these two superstars go head to head again – and fight fans across the Nordic region can now start getting ready to rumble on Viaplay. NENT Group has shown every one of Joshua's major title matches on Viaplay, which is the undisputed champion of unique live sports experiences."

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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