

# NENT Group launches BEAT Diabetes initiative and foundation

- NENT Group's BEAT Diabetes initiative to focus on Health Tech, Healthy Lifestyles, and Inclusion & Wellbeing
- NENT Group to invest at least SEK 2.5 million in BEAT Diabetes Foundation every year from 2020
- Over 1.5 million people living with diabetes across the Nordic region

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, today announced the launch of BEAT Diabetes, a long-term, pan-Nordic initiative to respond to the global diabetes challenge. NENT Group will also launch the BEAT Diabetes Foundation, an independent entity into which NENT Group will invest at least SEK 2.5 million every year from 2020, in order to raise awareness and funding levels for those living with Type I and Type II diabetes.**

Through the [BEAT Diabetes](#) initiative and foundation, NENT Group will partner with individuals and organisations that are passionate about raising awareness and driving positive change in three key areas:

- **Health Tech** – developing innovative digital solutions to support diabetes patients and others affected by the condition
- **Healthy Lifestyles** – promoting active ways of living and proactive diabetes prevention
- **Inclusion & Wellbeing** – addressing stigma and exclusion around diabetes and promoting psychological well-being for sufferers and care providers.

NENT Group first committed to the fight against diabetes in 2017 with the launch of the first Diabetes Gala in Sweden. Since then, this annual event has raised over SEK 12 million for diabetes research. In addition, NENT Group regularly features original diabetes-related documentaries and programming on its streaming services and TV channels.

In the Nordic region, diabetes currently impacts over 1.5 million people according to the International Diabetes Federation. The region is also home to the highest amount of people with Type 1 diabetes in the world per capita.

Anders Jensen, NENT Group President and CEO: "As the Nordic region's leading entertainment company, we engage millions of people every day. Over the past three years, we have used our reach to raise awareness and funding for the fight against diabetes in order to address this fast-growing global issue that affects over 400 million people around the world. Now we see an opportunity to accelerate our efforts by bringing together

partners across the Nordic region in three high-impact areas: Health Tech, Healthy Lifestyles, and Inclusion & Wellbeing. The name BEAT Diabetes refers to NENT Group's values of Bravery, Equality, Appreciation and Trust. All of these are vital as we seek to make a real difference by teaming up with others who are passionate about the fight to BEAT Diabetes together."

NENT Group's diabetes-related activities are part of the company's overall sustainability strategy. More information can be found [here](#).

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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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