

# NENT Group and Adi Hasak partner to develop 'Perfect People' original production

- Adi Hasak (NBC's 'Shades of Blue') will be series' showrunner and executive producer
- 'Perfect People' to be co-produced by Germany's Leonine
- NENT Group to premiere at least 20 original productions every year

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, is partnering with renowned Hollywood showrunner Adi Hasak (NBC's 'Shades of Blue') and German media group Leonine to develop international drama series 'Perfect People'. The show is based on the bestselling novel of the same name by British author Peter James, and will premiere exclusively on NENT Group's Viaplay streaming service across the Nordic region.**

'Perfect People' is a ripped-from-the-headlines psychological thriller and family drama set in a world of genetically engineered children who, as they hit puberty, turn out to be less perfect than their designers had intended. Hasak will serve as showrunner and executive producer of the series, which is planned to shoot in the UK.

The show is the latest straight-to-series development for the Netherlands-born and Israel-raised Hasak. It follows Jennifer Lopez-fronted cop drama 'Shades of Blue', which ran for three years on NBC, as well as Hasak's critically acclaimed adaptation of the Norwegian crime thriller 'Eyewitness' for USA Network. Hasak has also teamed up with Dynamic TV for the US version of ZDF series 'Tempel'.

Hasak and NENT Group are currently working with Kew Media on the international drama series '[Margeaux](#)', which is set for production in early 2020. Production on 'Perfect People' is planned to begin after 'Margeaux' wraps.

Filippa Wallestam, NENT Group Chief Content Officer: "We've premiered more than 20 original series on Viaplay this year, and we're only just getting started. Adi Hasak is a very special talent and we are delighted to be working on an exciting new project together. 'Perfect People' not only explores a highly topical subject, but will provide a fantastic showcase for the penetrating psychology, relentless tempo and vivid characterization that have typified all Adi's productions and thrilled audiences around the world."

Cosima von Spreti, Head of Co-Finance and Co-Production, Leonine: "'Perfect People' is the kind of exciting project we are looking for to continuously expand our slate of international co-productions. We strongly believe in the talent behind this series and are happy to

collaborate with such a renowned showrunner as Adi on developing Peter James' bestselling book into an outstanding television event."

Peter James: "I'm thrilled to have Leonine and NENT Group support Adi Hasak's adaptation of 'Perfect People' into a TV series. Adi's shows have a stellar track record, but even more importantly he is a master storyteller, and with his guidance I believe the series is going to touch a nerve, as the notion of parents choosing the entire genome of their offspring will soon become fact."

### About NENT Group's original productions

NENT Group has now launched 68 original productions and is set to premiere a minimum of 20 every year. In the past 12 months, season three of ['The Great Escape'](#); ['Food & Fire'](#); season one of ['Face to Face'](#); ['Seizure'](#); season one of ['Love Me'](#); season one of ['Fixi in Playland'](#); season one of ['Honour'](#); ['Manson's Bloodline'](#); season two of ['ALEX'](#); ['Swedish Sin'](#); ['Straight Forward'](#); season one of ['Saga's Stories'](#); ['Wisting'](#); ['The Inner Circle'](#); season one of ['Those Who Kill'](#); and ['Hidden'](#) have premiered.

Recently announced originals include season two of ['Face to Face'](#); ['Huss'](#); ['The Art of Living'](#); season two of ['Those Who Kill'](#); seasons two and three of ['Fixi in Playland'](#); ['Mia's Magic Playground'](#); season two of ['Honour'](#); ['The Last Journey of the Vikings'](#); ['Hammarvik'](#); ['Thicker than Water'](#); season two of ['The Lawyer'](#); season two of ['Love Me'](#); ['The Machinery'](#); season two of ['Saga's Stories'](#); ['First Responders'](#); ['Partisan'](#); season three of ['Occupied'](#); seasons one and two of ['American Runestone'](#); ['Home Invasion'](#); ['The Professionals'](#); ['Shadowplay'](#); ['Box 21'](#); season two of ['Rig 45'](#); ['The Ambassador'](#); ['Margeaux'](#); ['Cryptid'](#); ['Commando'](#); and ['Cold Courage'](#).

As well as breaking Nordic viewing records, NENT Group's originals are increasingly reaching audiences around the world. Amongst others, 'ALEX' has been sold to broadcast and streaming partners in [Europe, Asia and the US](#); 'Veni Vidi Vici' has premiered on [Hulu](#) and is set for a [US remake in partnership with Lionsgate](#); 'Swedish Dicks' has featured on [Pop TV](#) in the US; 'Black Lake' has been shown on [BBC Four and AMC Networks-backed Shudder](#); ['Honour'](#) has been sold to RTL in Germany and VRT in Belgium; and ['Those Who Kill'](#) is available on the BBC and ARTE.

[In January 2019](#), NENT Group announced a UK-based joint venture with award-winning independent studio FilmNation Entertainment to develop, produce and finance premium scripted television content for global audiences.

[In May 2019](#), NENT Group invested in a minority stake in the new US production company Picturestart together with a range of high-profile industry partners. Based in Los Angeles and founded by renowned producer Erik Feig, Picturestart will create, co-finance and produce premium scripted content for young adult viewers around the world.

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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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