

# NENT Group appoints Mohamud Osman as Head of Diversity & Inclusion

- Mohamud Osman responsible for leading NENT Group's EDI activities in newly created role
- Joins from most recent position as CEO of CloseTheGap

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has appointed Mohamud Osman as the company's first-ever Head of Diversity & Inclusion. Mohamud will join the People & Culture function and will lead and accelerate NENT Group's ongoing and business-wide EDI (Equality, Diversity & Inclusion) activities.**

In his new role, Mohamud will develop a long-term EDI strategy closely integrated with NENT Group's business strategy. He will set targets, measure progress and follow up on EDI activities across the company, as well as supporting leaders and employees with EDI topics.

Mohamud has 7 years' experience as an EDI strategist advising some of Scandinavia's largest corporations. He has most recently been CEO at CloseTheGap, a consultancy specialising in advising executives, boards and investors on EDI. Mohamud's educational background covers psychology, innovation management and entrepreneurship.

Mohamud takes up his new position on 16 December and will report to Sahar Kupersmidt, NENT Group Chief People & Culture Officer.

Mohamud Osman: "Equality, diversity and inclusion make a workplace better and a business more successful. Today's entertainment industry is hyper-competitive, and bringing together different perspectives, experiences and backgrounds is key to increasing creativity and growth. I will work with the talented NENT Group team to attract, motivate and retain the best people in the business, while fully implementing the Group's values – Bravery, Equality, Appreciation and Trust – in a vibrant and engaging culture. NENT Group is an amazing organisation with great people and products that touch lives every day. I am looking forward to helping NENT Group deliver on its exciting ambitions."

Sahar Kupersmidt, NENT Group Chief People & Culture Officer: "People are at the heart of everything we do at NENT Group. We are building a culture shaped by clear values, chosen by our people, that enable us to be ourselves, to develop and to reach our full potential. As our first-ever Head of Diversity & Inclusion, Mohamud's skills and passion will inspire us to become a business that sets the highest standards as a leading entertainment provider and an employer of choice."

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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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