

NENT Group and NBCUniversal finalise kids content partnership

- First-window partnership brings the latest kids and family content from NBCUniversal to Viaplay and Viasat
- Agreement includes upcoming high-profile NBCUniversal kids series
- Deal follows an extension of NENT Group and NBCUniversal's content partnership earlier this year

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has signed an agreement with NBCUniversal International Distribution that secures a wide range of popular kids and family content from NBCUniversal for NENT Group's Viaplay streaming service and Viasat pay-TV channels.

Viaplay viewers will be the first in the Nordic region to enjoy upcoming DreamWorks Animation series, including 'Where's Waldo?', 'Cleopatra in Space' and 'Dragons: Defenders of Berk', as well as NBCUniversal animated series such as 'Curious George'.

The deal also brings the DreamWorks Animation film catalogue to Viaplay and Viasat, including movies from the blockbuster 'Shrek', 'Trolls', 'Kung Fu Panda' and 'Boss Baby' franchises. Popular library titles from Illumination such as the 'Sing' and 'Despicable Me' franchises will also be available, in addition to more than 30 'Barbie' films.

In March, NENT Group and NBCUniversal extended their [long-term exclusive content partnership](#), allowing new films from NBCUniversal to reach viewers in Sweden, Norway, Denmark and Finland first on Viaplay and Viasat.

Filippa Wallestam, NENT Group Chief Content Officer: "High-quality kids content is a cornerstone of Viaplay's unique offering, and this latest agreement with NBCUniversal means that our younger viewers can experience even more fantastic entertainment featuring their favourite characters. This has been a groundbreaking year for NENT Group, in which we have agreed long-term content partnerships with many of the world's biggest studios. We look forward to bringing the best of Hollywood to audiences of all ages across the Nordic region for years to come."

Belinda Menendez, President & Chief Revenue Officer, NBCUniversal Global Distribution and International: "We've always prided ourselves on the breadth and depth of NBCUniversal's catalogue and are delighted to expand upon our partnership with NENT Group through this new deal for children's content. Their viewers already have access to our blockbuster hits and award-winning feature films, in addition to fan favourite scripted and unscripted shows,

but now they will also be amongst the first in the Nordics to enjoy our family friendly animated movies and TV series.”

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’).

About NBCUniversal International Distribution:

NBCUniversal International Distribution is responsible for the distribution of NBCUniversal product to all forms of television and new media to over 200 territories outside of the U.S. and Canada. This includes a rich library of more than 4,500 feature films and 120,000 television episodes, including current and classic titles, non-scripted programming, kids, sports, news, long-form and short-form programming and locally produced content from around the world. International Distribution is a division of Comcast NBCUniversal.

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