

NENT Group nets Nordic rights to eSuperliga esports tournament

- NENT Group to co-own and stream Danish FIFA esports tournament
- NENT Group to explore additional sports gaming opportunities
- 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, has acquired the exclusive pan-Nordic media rights to Denmark's eSuperliga esports tournament and become a joint owner of the competition. The country's best FIFA players, representing 15 top Danish football clubs, will showcase their world-class skills in eSuperliga, which kicks off its next season on 11 March and will be shown live on NENT Group's Viaplay streaming service across the Nordic region.

Now entering its fourth year, eSuperliga is the biggest FIFA tournament in Denmark and attracts some of the largest audiences of any FIFA esports competition globally. Leading Danish Superliga clubs such as Brøndby IF, FC Midtjylland, AaB and FC Copenhagen all field eSuperliga teams, with two to five professional players per team.

The eSuperliga season follows a similar structure to traditional football tournaments, with an initial group stage followed by knock-out rounds and a final. From the quarterfinals onwards, eSuperliga is played live in front of passionate stadium audiences. This year's winners will receive nearly EUR 25,000 in prize money, along with the prestigious eSuperliga trophy.

In 2020, NENT Group will show around 200 hours of eSuperliga with live commentary, in addition to extensive studio programming featuring analysis, interviews and FIFA tutorials, with a focus on engaging the Nordic FIFA community. NENT Group will also offer selected matches on its TV3 MAX channel in Denmark.

eSuperliga is created by Divisionsforeningen, the Danish football club association, and operated by DreamHack Sports Games, part of Modern Times Group MTG AB. DreamHack Sports Games operates FIFA leagues and tournaments in Sweden with eAllsvenskan and the Netherlands with eDivisie, in addition to the European eTour, a global eGolf tournament run in collaboration with the European Tour.

Kim Mikkelsen, NENT Group Head of Sport: "We are the Nordic region's leading streaming company and will soon reach 25 years of partnership with Danish football. Nobody delivers live sport like NENT Group. eSuperliga is a natural fit for our portfolio and we intend to develop the property further as co-owners over the coming years. Sports-related gaming is

growing very fast and we are exploring additional opportunities to play in this exciting new field.”

Claus Thomsen, CEO Superligaen A/S: “We are thrilled that we can now present one of the most competitive FIFA tournaments, eSuperliga, together with NENT Group. There is guaranteed drama in eSuperliga, and NENT Group will bring eSuperliga to the fans with a quality unmatched anywhere in the world.”

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

About Nordic Entertainment Group:

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 DreamHack Sports Games:

DreamHack Sports Games was founded in late 2019. The company is focused on creating competitive sports gaming leagues and tournaments that are strong entertainment products and attract large audiences. DreamHack Sports Games operates FIFA leagues and tournaments in Sweden with eAllsvenskan and the Netherlands with eDivisie, in addition to the European eTour, a global eGolf tournament run in collaboration with the European Tour.

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