

# Jakob Mejlhede Andersen steps down as NENT Studios UK CEO

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has today announced that Jakob Mejlhede Andersen, CEO of NENT Studios UK, has decided to step down from his position. Jakob was appointed as CEO of NENT Studios UK in October 2019 and was previously EVP and Chief Content Officer for NENT Group's Viaplay streaming service and prior to that EVP and Group Head of Programming and Content Development.**

Anders Jensen, NENT Group President and CEO: "Jakob Mejlhede has made an outstanding contribution to building Viaplay as the leading Nordic streaming service. We premiered our first original less than four years ago and we will premiere at least 30 series in 2020, many of which have been sold internationally. Viaplay's unique combination of Nordic storytelling, Hollywood films and series, sports and kids content sets us significantly apart from competition, and Jakob has been instrumental in the success of this strategy. I want to thank him for his commitment, engagement and ability to consistently commission and acquire great content for our channels and services. We wish Jakob the very best for the future."

Jakob Mejlhede: "I have enjoyed every second working with my amazing friends and colleagues at NENT Group. We have built something truly special in Viaplay and I feel very proud of what we have achieved together. Now I have decided to take a new step forward in my career and I am excited about what lies ahead."

NENT Studios UK comprises NENT Group's content production and distribution businesses in the UK. A new CEO will be appointed in due course.

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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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