

# NENT Group and Com Hem extend distribution agreement in Sweden

- Viaplay streaming service now available as part of Com Hem's top-tier pay-TV package
- Viasat pay-TV channels included in additional Com Hem and Boxer packages
- Partnership reflects NENT Group's unique content offering and strategic focus on long-term distribution deals

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has extended its long-term distribution agreement with Swedish telecommunications, TV and broadband operator Com Hem. The agreement makes NENT Group's Viaplay streaming service and Viasat pay-TV channels available to more customers of Com Hem and Boxer than ever before. NENT Group's Swedish TV channels TV3, TV6, TV8 and TV10 will also continue to be available to Com Hem and Boxer customers.**

From April, access to Viaplay's film and series package will be included for customers of Com Hem's highest tier pay-TV offering, TV Guld. Furthermore, all of Viasat's premium film channels and the on-demand Viasat film library will be available to top-tier subscribers of Com Hem (from April) and Boxer (later this year). In addition, the Viasat Sport channel and the newly launched Viasat Sport Extra channel will be added to Com Hem and Boxer's mid- and top-tier packages this year. Customers can also continue to subscribe separately to the full range of Viasat sports channels and to the Viaplay sports package.

In February, NENT Group secured additional digital terrestrial television (DTT) licenses in Sweden, which will enable the company to offer a broader range of its TV channels to DTT households.

Kim Poder, NENT Group Chief Commercial Officer: "Our partnership with Com Hem ensures that world-class content is only a click away for millions of viewers. Viaplay will now go directly into Com Hem's top-tier TV package while our Viasat channels will be available to more people than ever before. We share Com Hem's ambition to offer great entertainment experiences and we are happy to broaden our agreement. This extension to our long-term deal is the latest example of how NENT Group works with partners to reach as many homes as possible, and reflects the breadth and relevance of our content."

Samuel Skott, Executive Vice President & Chief Commercial Officer at Com Hem: "It's great that we can continue to develop a successful partnership with NENT Group as it gives our customers access to fantastic content. At Com Hem, our main focus is to offer a wide range of entertainment, and I am therefore proud to present an extended offering of NENT Group's strong content."

The extended partnership with Com Hem reflects NENT Group's strategic focus on long-term distribution deals that ensure the broad availability of its streaming services and TV channels across the Nordic region. In addition to this extended agreement, NENT Group has long-term distribution partnerships with [Boxer](#), [Stofa](#), Wao and [YouSee](#) in Denmark; Altibox, Canal Digital, Get, NextGenTel, [RiksTV](#) and [Telenor](#) in Norway; A3, Bahnhof, Connect TV, Kalejdo, Mediatechnik, Ownit, Sappa, Serverado, [Telia](#) and Universal Telecom in Sweden; and [DNA](#), Elisa and Telia in Finland.

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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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