

NENT Group expands distribution agreement with Altibox in Norway

- Viaplay to be available for first time to Altibox's over 1,000,000 TV viewers as part of their subscriptions
- Altibox to continue distribution of NENT Group's Viasat pay-TV offering and Norwegian TV channels
- 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 expanded its long-term distribution agreement with Norwegian TV and broadband operator Altibox. Starting later this year, Altibox viewers will be able to include NENT Group's Viaplay streaming service as part of their subscriptions for the first time, while continuing to access NENT Group's Viasat pay-TV offering and Norwegian TV channels. The agreement ensures that Altibox's TV viewers can follow NENT Group's coverage of the highly popular FIS winter sports events from autumn 2021.

Altibox will continue to offer NENT Group's premium Viasat film and sports pay-TV channels, along with the Viasat FilmFavoritter on-demand film library. In addition, Altibox will remain a distributor of NENT Group's Norwegian TV channels TV3, Viasat4 and TV6.

Kim Poder, NENT Group Chief Commercial Officer: "Altibox's popular TV offering has wide reach in Norway and this expanded partnership is great news for viewers. Viaplay is the leading Nordic streaming service and will soon be available to more than 1,000,000 Altibox viewers to choose as part of their subscriptions. Audiences can look forward to the best original productions, international films and series, kids' content and live sports. From next year, our offering will include FIS winter sports, which attract huge interest in Norway and will further reinforce NENT Group's position as the home of the broadest and most relevant entertainment experiences."

Tor Morten Osmundsen, CEO of Altibox: "We are very satisfied with the renewed long-term agreement, which manifests our great partnership with NENT Group over many years. This agreement is in line with our strategy to expand our entertainment services to our consistently growing number of customers. NENT Group's strong entertainment, sports and premium content portfolio fits perfectly with Altibox's leading TV- and streaming platform. The partnership with NENT Group will help us continue to delight our customers and further strengthen our entertainment services, which have been rated by consumers as the best TV experience in Norway for 9 of the past 10 years in the EPSI survey."

The extended partnership with Altibox 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 its agreement with Altibox in Norway, NENT Group has long-term distribution partnerships with operators and service providers such as [Boxer](#), [Stofa](#), Wao and [YouSee](#) in Denmark; Canal Digital, Get, NextGenTel, [RiksTV](#) and [Telenor](#) in Norway; A3, Bahnhof, [Boxer and Com Hem](#), Connect TV, Kalejdo, Mediateknik, Ownit, Sappa, Serverado, [Telia](#) and Universal Telecom in Sweden; and [DNA](#), Elisa and Telia in Finland.

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 Altibox

Altibox is a company in the Lyse Group, delivering broadband, TV/streaming and communication services in the Norwegian and Danish market since 2002. The company employs around 220 people with headquarters in Stavanger, and bases its business on an affiliate model, distributing its branded services through partnerships with 36 local and regional fiber networks. The Altibox partnership has a TV audience of 1M+ viewers, and with more than 600,000 broadband subscribers, it is also the largest fixed access broadband operator in Norway.

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