

NENT Group appoints Peter Nørrelund as EVP and Head of Expansion & Sport

- Nørrelund to be responsible for NENT Group's sports rights portfolio and expansion of Viaplay to specific markets where sports will play a key role
- Appointment effective 1 August
- NENT Group has rights to show more than 50,000 hours of the world's best live sporting action every year on its streaming services and TV channels

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has appointed Peter Nørrelund as EVP and Head of Expansion & Sport with effect from 1 August. Peter will be responsible for the company's sports rights portfolio and for the expansion of NENT Group's Viaplay streaming service to specific markets where sports will play a key role. He will report to Anders Jensen, NENT Group President and CEO.

Peter was previously an advisor to NENT Group's President and CEO on sports rights, as well as EVP and Head of Product Development & Incubation at Modern Times Group (MTG) and CEO of DreamHack Sports Games.

Peter joined MTG in 2003 and was appointed Head of Sport in 2013, having been responsible for the company's sports rights acquisitions since 2006. Whilst at MTG, Peter has also been COO of Turtle Entertainment. Peter graduated from the Danish School of Media & Journalism, and then worked as a reporter, commentator, host and Editor in Chief at Danmarks Radio.

In his new position at NENT Group, Peter will join the Group Executive Management team and will be based in Copenhagen. Kim Mikkelsen, NENT Group SVP and Head of Sport, will continue in his current role and report to Peter.

Anders Jensen, NENT Group President and CEO: "Viaplay is fast reshaping the Icelandic streaming market since launching in April and will come to the Baltic countries in early 2021, taking our footprint to eight countries. We are set up to expand and sports will play a key role in establishing NENT Group in many of our new markets. Peter's unique knowledge, track record and global network in sports are invaluable, and we are delighted to welcome him to NENT Group."

Peter Nørrelund, NENT Group EVP and Head of Expansion & Sport: "NENT Group's sports portfolio is already in a league of its own. Just this year, we have signed unprecedented long-term agreements for the Premier League rights in four countries, and Bundesliga and Formula 1 in eight countries. Viaplay offers a one-of-a-kind mix of sports, originals, series

and movies that can be shaped to suit individual markets. I look forward to helping realise its considerable international potential.”

Peter will continue to be involved with DreamHack Sports Games on a consultancy basis.

NENT Group has rights to show more than 50,000 hours of the world’s best live sporting action every year on its streaming services and TV channels. The company’s rights portfolio includes NHL and KHL ice hockey, UEFA Champions League and UEFA EURO 2020, Premier League, Bundesliga, Ligue 1, UEFA Europa League and UEFA Europa Conference League, Formula 1, IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf. NENT Group will also be the Nordic home of FIS winter sport from 2021.

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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