

# BEAT Diabetes Foundation begins operating as independent entity

- BEAT Diabetes Foundation supported by NENT Group, Abbott and Brighter
- NENT Group to invest at least SEK 2.5 million every year in Foundation
- Diabetes Gala to resume in 2021; NENT Group to premiere new diabetes and COVID-19 documentary on 14 November

**The BEAT Diabetes Foundation, a pan-Nordic initiative to respond to the global diabetes challenge, is now operating as an independent entity. The Foundation is supported by Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, together with Abbott and Brighter, and aims to raise awareness and drive positive change in relation to diabetes across the Nordic region. NENT Group will invest at least SEK 2.5 million every year in the Foundation.**

In the Nordic region, type 1 and type 2 diabetes currently impact over 1.5 million people, according to the International Diabetes Federation. The region is also home to the highest number of people with type 1 diabetes in the world per capita. The [BEAT Diabetes Foundation](#) will partner with businesses, individuals and organisations in three key areas:

- **Health Tech** – developing innovative digital solutions to support people with diabetes and others affected by the condition.
- **Healthy Lifestyles** – promoting active ways of living and proactive type 2 diabetes prevention. [In March](#), BEAT Diabetes became the main shirt sponsor for all Helsingborgs IF women's and girls' football teams.
- **Inclusion & Wellbeing** – addressing stigma and exclusion around diabetes and promoting psychological well-being for people with diabetes and care providers.

The Foundation will also organise the annual Diabetes Gala, which was first arranged by NENT Group in 2017 in Sweden and has raised over SEK 20 million for diabetes research. The ongoing coronavirus pandemic and the fact that people with type 2 diabetes belong to a COVID-19 risk group mean the Gala will resume in 2021. On 14 November, World Diabetes Day, NENT Group will premiere a documentary film in which host Peter Jihde explores the impact of COVID-19 on the everyday lives of people with diabetes across the Nordic region.

Helena Kolvik, BEAT Diabetes Foundation General Secretary: "As an independent entity, we can focus 100% on the fight against diabetes and maximise our impact. We particularly look forward to future Diabetes Galas; this year's pause is the responsible thing to do and we will be back stronger with our first pan-Nordic physical event. Together with researchers, viewers and partners across the region and internationally, it's time to beat diabetes once and for all."

Petra Kaur, Brighter Chief Commercial & Marketing Officer and BEAT Diabetes Foundation Board Member: “This is a fantastic joint effort that aims to create real change in people’s lives. We look forward to contributing our knowledge and energy to support everyone with diabetes in the Nordic region, including their loved ones, and to help reduce risks and increase quality of life.”

NENT Group’s diabetes-related activities are part of the company’s overall sustainability strategy. More information can be found [here](#).

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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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