

NENT Group to show FIFA World Cup 2022 African qualifiers in nine countries

- 130 African qualifiers to be shown live on Viaplay in Nordic and Baltic countries and in Poland
- Many matches to feature international superstars from leading European leagues
- Viaplay to launch in Baltic countries in March 2021 and in Poland in August 2021

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has acquired the exclusive rights to show the African qualifiers for the FIFA World Cup 2022 on its Viaplay streaming service in nine countries. From summer 2021, fans will be able to stream 130 live qualifying matches in prime European timeslots featuring superstar players from the Premier League, Bundesliga, La Liga and more, as 40 African teams compete for five spots at the world's biggest international football tournament.

NENT Group will show the FIFA World Cup 2022 African qualifiers live on Viaplay in Sweden, Norway, Denmark, Finland, Iceland, Estonia, Latvia, Lithuania and Poland as part of a uniquely broad and diverse sports offering. Viaplay will launch in the Baltic countries on 9 March priced at EUR 9.99 per month, and in Poland in August at PLN 34 per month.

Anders Jensen, NENT Group President and CEO: "Our first-ever sports rights agreement covering nine Viaplay markets highlights our competitive advantage and willingness to invest. NENT Group's production quality and fast-growing international reach give us an edge in securing the best content, and will accelerate our progress towards becoming the European streaming champion. African football is among the world's most exhilarating and skilful, and we look forward to offering fans even more live action from some of the best players in the game and many of the superstars of tomorrow."

Among the Premier League stars expected to appear in the FIFA World Cup 2022 African qualifiers are the reigning African Footballer of the Year, Senegal's Sadio Mané (Liverpool); Egypt's Mohamed Salah (Liverpool); Gabon's Pierre-Emerick Aubameyang (Arsenal); Algeria's Riyad Mahrez (Manchester City); Ivory Coast's Wilfried Zaha (Crystal Palace), Eric Bailly (Manchester United) and Serge Aurier (Tottenham Hotspur); Ghana's Thomas Partey (Arsenal); DR Congo's Arthur Masuaku (West Ham United); and Nigeria's Kelechi Iheanacho (Leicester City).

In addition, Senegal's Kalidou Koulibaly (Napoli) and Idrissa Gueye (Paris Saint-Germain); Cameroon's Eric Maxim Choupo-Moting (Bayern Munich) and Karl Toko Ekambi (Olympique

Lyon); Central African Republic's Geoffrey Kondogbia (Atlético Madrid); and two-time African Youth Player of the Year, Morocco's Achraf Hakimi (Internazionale), are all likely to feature.

NENT Group has recently secured the exclusive rights to [UEFA Champions League](#) and [Bundesliga football, Formula 1 motorsport and NHL ice hockey](#) in the Baltic countries, and to [Bundesliga](#) in Poland.

NENT Group brings millions of fans closer to the sports they love – every shot, every goal, every touchdown, every putt, every punch, every lap, every time. Every year, the company shows more than 50,000 hours of the world's best live sporting action on its streaming services and TV channels.

In the Nordic region, NENT Group holds the rights to the Premier League (SE/NO/DK/FI), IIHF Ice Hockey World Championship (SE/NO/DK/FI/IS) and the Swedish men's football team qualifiers (SE) to 2028; NHL (SE/NO/DK/FI/IS) and FIS winter sports (SE/NO/DK/FI) to 2026; Bundesliga (SE/NO/DK/FI/IS) to 2025; and UEFA Europa League (SE/NO/FI), UEFA Champions League (DK) and Formula 1 (SE/NO/DK/FI/IS) to 2024. The company's portfolio also includes IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

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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