

NENT Group makes Group Executive Management team appointments

- Roberta Alenius and My Perrone to join Group Executive Management team
- Both appointments effective immediately
- NENT Group now has 50/50 gender split in senior leaders reporting to the CEO

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has appointed Roberta Alenius, SVP and Head of Corporate Communications, and My Perrone, SVP, Group General Counsel and Company Secretary, to its Group Executive Management (GEM) team. Both appointments are effective immediately and Roberta and My will report to Anders Jensen, NENT Group President and CEO.

Roberta Alenius joined NENT Group in September 2020 and leads the company's public relations and internal communications activities across all platforms. She was previously Head of Communications Sweden at Telia, Head of External Communications for Nordea Group, and Head of Press and Spokeswoman for the Swedish Government.

My Perrone joined NENT Group in October 2011 and held a range of senior legal positions at the company before being appointed to her current role in February 2020, in which she is responsible for NENT Group's legal operations. She has previously worked as an attorney at law firms such as Magnusson and Setterwalls, and as an inhouse legal counsel at V&S Group.

As a result of these appointments, NENT Group's executive leadership team will consist of five women and six men, with a 50/50 gender split in direct reports to the CEO.

Anders Jensen, NENT Group President and CEO: "Our way of working is built on a functional model with clear mandates and efficient decision-making. Appointing Roberta and My to our GEM team will make us even more aligned and effective as we expand our Viaplay streaming service to 10 new markets by 2023. It is also an important milestone in our work to establish an equal and diverse leadership. I am proud and happy that we have such a talented and diverse internal pipeline of future leaders who will play a critical role in our success."

In connection with these appointments, NENT Group will establish a separate Legal function. Corporate Communications has been a separate function since 1 September 2020.

A complete list of NENT Group's GEM members and Board of Directors can be found [here](#).

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region's leading streaming company and our vision is to become the European streaming champion. Our Viaplay streaming service is available in every Nordic country and will launch in Estonia, Latvia, Lithuania, Poland and the US in 2021, followed by five additional markets by 2023. We operate streaming services, TV channels, radio stations and production companies, and our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

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