

NENT Group drives sustainable change within the entertainment industry

- NENT Group included in 'SAM Sustainability Yearbook 2021' and ranked 7th in global industry group
- Only Nordic entertainment company to be included in the 2021 yearbook
- NENT Group's Board approved sustainability strategy was launched in 2019 with the aim to drive change within the entertainment sector

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, is among the world's highest performing and most sustainable companies within the streaming industry. NENT Group is the only Nordic company in the entertainment sector to be included in the 'SAM Sustainability Yearbook 2021' and is ranked in the top 15% of entertainment industry companies worldwide. These achievements lead to a more sustainable entertainment business and NENT Group is among the pioneers driving this change.

The entertainment industry is rapidly changing, and focus is shifting towards Streaming Video on Demand (SVOD) which enables more players to establish themselves on the global market. Effectively additional focus is put on the creative industry and their sustainable production and environmental responsibility. NENT Group has since 2019 driven its sustainability strategy based on sustainable streaming, influencing the industry; promoting an equal, diverse and inclusive society; and driving change in how content is produced. Thanks to this strategy, NENT Group is now taking a leading position with the aim to influence and inspire other entertainment companies to put focus on their sustainability work.

Over the past year, NENT Group's sustainability achievements have been recognised worldwide. In the recently published SAM Sustainability Yearbook 2021, NENT Group was ranked top 15% in the entertainment industry companies worldwide. NENT Group is also the only Nordic company in its sector being placed in the Yearbook 2021. The company was made a 'Nasdaq ESG Transparency Partner' in April 2020 which reflects the NENT Group's engagement in market transparency and raising environmental standards; ranked number one in the Nordic Business Diversity Index (in both the Nasdaq Stockholm Large Cap and Nordic TMT categories); and ranked number two in EY's SHE Index.

Lena De Geer, Head of Sustainability, NENT Group: "These ratings reflect our commitment to building a sustainable business. We have taken significant steps forward over the past year to make NENT Group even more inclusive and to further enhance our governance. We have also committed to the Science Based Environmental Targets Initiative and we will

accelerate our sustainability work, which is aligned with 8 of the 17 UN sustainable development goals. Sustainability will continue to be central to all that we do.”

Manjit Jus, Global Head of ESG Research, S&P Global: “We congratulate Nordic Entertainment Group Ab (publ.) for achieving a place in ‘The Sustainability Yearbook 2021’. With over 7,000 companies assessed, an inclusion in the yearbook is a true statement of corporate sustainability excellence.”

NENT Group’s commitment to sustainability is shown in signing the UN Global Compact and commit to the Sustainable Development Goals Media Compact and the Women’s Empowerment Principles. In December 2020, NENT Group also committed to the Science Based Targets Initiative (SBTi), the international partnership that aims to drive climate action in the private sector in line with the goals of the Paris Agreement.

About ‘SAM Sustainability Yearbook’:

‘SAM Sustainability Yearbook’ is the world’s most comprehensive publication on corporate sustainability. It is based on the Corporate Sustainability Assessment (CSA), which measures over 7,000 companies in 61 industries worldwide based on various governance, economic, social and environmental criteria. 630 out of the 7,000 companies evaluated were rated as sustainability leaders and selected for the 2021 yearbook. NENT Group’s ESG score placed it 7th out of 68 global industry peers, and NENT Group was the only Nordic entertainment company to be included in the 2021 yearbook.

NENT Group also recently received an AA rating in the annual MSCI ESG Ratings assessment where companies are rated on a 7-grade scale from AAA to CCC, and a rating of 12 (where 100 is highest risk and 0 is lowest risk) in the annual ESG risk assessment performed by Sustainalytics, placing NENT Group in the top 5% of its industry subgroup.

To read more about sustainability at NENT Group, visit <https://www.nentgroup.com/sustainability>

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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