

NENT Group signs groundbreaking distribution deal with Tet in Latvia

- **NENT Group and Viaplay to launch first Latvian partnership**
- **Innovative agreement offers Tet's hundreds of thousands of customers access to Viaplay for two months in a free trial period**
- **NENT Group to launch its Viaplay streaming service in the Baltic region on March 9**

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company and Tet, Latvia's market-leading technology and entertainment company, have signed a groundbreaking deal. It will bring Viaplay's original Nordic productions, Hollywood films and series, premium sports and high-quality kids' content to hundreds of thousands of Tet's TV services customers. This partnership marks NENT Group's first distribution deal in the Baltics and showcases the strength and appeal of NENT Group's Viaplay streaming service ahead of the launch in the Baltics on March 9.

Viaplay will launch in Latvia, Estonia and Lithuania with a single package (including sports) priced at EUR 9.99 per month. NENT Group's strategic partnership with Tet will give a large part of the Latvian population the opportunity to try Viaplay for two months through Tet, Latvia's market leading TV and internet service provider, technology and entertainment company. Viaplay will launch in Latvia on March 9 and the offer will be made available to Tet's customers shortly after.

In addition, Viaplay and Tet will launch an exclusive weekly sports studio, broadcasting the highlights from the sports shown on Viaplay in local language. The programme will be produced during the sports season and will be available to Viaplay's customers and on Tet's 360TV channel from September. NENT Group has already secured the exclusive Baltic rights to Formula 1 motorsport, NHL ice hockey, UEFA Champions League, UEFA Europa League, UEFA Conference League, Bundesliga football, the English Cup-tournaments and South American National Team football.

Kim Poder, NENT Group Chief Commercial Officer: "This partnership is very special to us as it's the first of its kind in our new market. It's also both groundbreaking and progressive in many ways and it shows the strength in the Viaplay product. We are very excited partnering up with Tet as they are the leading player in Latvia sharing our passion for great content and streaming."

Uldis Tatarcuks, Tet Chairman of the Board: "At Tet we strive to offer the best of best content to our customers, and we aspire to work with other market leaders to ensure new experiences and opportunities to our customers. This partnership will be a great addition to

Tet services, providing access to even more quality exclusive sports broadcast as well as movies and TV series.”

About Viaplay and Tet

Viaplay is the leading Nordic streaming service and 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. In 2020, Viaplay had over 3 million subscribers.

Viaplay offers content in four categories – Viaplay Originals, films and series, kids’ content and live sports – and can be viewed anywhere, anytime and on almost any device. It is the home of NENT Group’s fast-growing portfolio of successful original series, of which 40 more are being premiered in 2021. In addition, Viaplay provides electronic sell-through (EST), transaction video on-demand (TVOD) and TV Everywhere (TVE) functionalities. In recent years, Viaplay has substantially increased its original content offering, which has proved popular both with viewers in the Nordic region and international buyers.

Viaplay technology platform is agile and scalable and Viaplay users can simultaneously stream on multiple devices, watch movies and series in offline mode, and create up to six personal profiles.

Technology and entertainment – **leading Latvian company Tet** LLC (formerly Lattelecom) fuses these two worlds into one modern company driving digital progress. With wide fiber-optic network, data centers, IT security, cloud solutions and much more on the technology side, as well as market driving entertainment side embodied in television platforms for every user, including OTT and owned TV channels with top local and global TV shows and movies as well as original content.

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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