

NENT Group signs distribution deal with Elisa in Estonia

- **NENT Group and Viaplay launches first Estonian partnership**
- **Successful strategic partnership with Elisa continues in a new market**
- **NENT Group's Viaplay streaming service to launch in the Baltic region on March 9**

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company and Elisa, Estonia's market-leading TV and Telco company, have signed a new distribution deal. The partnership comes ahead of the launch of NENT Group's streaming service Viaplay in Estonia on March 9. NENT Group and Elisa already have a strategic partnership in Finland and this agreement shows the strength and appeal of Viaplay's unique content offering and user experience.

NENT Group and Elisa's new distribution deal in Estonia will give Elisa's customers access to the premium content of NENT Group's Viaplay streaming service and more details on the partnership will follow shortly. Viaplay will launch in Latvia, Estonia and Lithuania with a single package priced at EUR 9.99 per month.

Kim Poder, NENT Group Chief Commercial Officer: "I am really happy to announce our extended partnership with Elisa, this time in Estonia. It shows the success and trust of the partnership and the strength in the Viaplay product and our content offering. We are eager to give Elisa's Estonian customers the possibility trying out our streaming service and to enjoy all of the great sports, international series and movies, kids content and Viaplay Originals we have in our portfolio."

Andrus Hiiepuu, head of Elisa Estonia's private customer unit: "One of Elisa's goals is to offer customers comprehensive and high-quality entertainment from one place. In cooperation with NENT Group, we will enable our customers to enjoy an even wider range of entertainment in the future. We see good synergy between the content offered by Elisa Huub and Viaplay, meaning our clients will get access to both domestic and international exclusive content and high-level sports broadcasts."

About Viaplay and Elisa

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.

Elisa Eesti AS (www.elisa.ee) forms part of the Elisa Group and is the market leader in Estonia in the private client segment of telecommunications services. It offers entertainment, information technology and telecommunications services and creates secure network and data centre solutions for clients. Employing almost 1000 people, it aims to become the biggest communications and entertainment provider in Estonia. Elisa offers all of its clients mobile data, fixed-line Internet and TV services as well as its exclusive original-content television platform Elisa Huub. Elisa Estonia's business client unit provides companies and the public sector with network and IT infrastructure solutions to boost their efficiency and security. The company's turnover in 2020 was 180 million euros.

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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