

# NENT Group acquires top women's football for Viaplay in 9 countries

- Women's Super League rights extended for three years until 2024 in Sweden, Norway, Denmark, Finland, Iceland and acquired for new markets Estonia, Latvia, Lithuania and Poland
- Women's Serie A, Frauen Bundesliga, Danish League (Gjensidige Kvindeliga) and selected matches from Spain's Liga Iberdrola also secured for the same markets
- NENT Group continues to focus investments on women's sports in all territories

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has secured a comprehensive package of women's top football for its streaming service Viaplay in Sweden, Norway, Denmark, Finland, Iceland, Estonia, Latvia, Lithuania and Poland. A part of the deal is the best league in the world – Women's Super League, which NENT Group will hold the exclusive rights for until the 2023/24-season.**

NENT Group kicks this year's International Women's Day off with fantastic news. NENT Group have extended the rights to the best league in the world, Women's Super League (WSL) in Sweden, Norway, Denmark, Finland and Iceland and that the popular rights have also been acquired for its new markets in the Baltics and Poland.

Furthermore, Women's Serie A, Frauen Bundesliga, Danish League (Gjensidige Kvindeliga) and selected matches from Spain's Liga Iberdrola have been acquired for all nine markets and will be streamed on Viaplay.

Anders Jensen, NENT Group President and CEO: "We want Viaplay to have the strongest sports offer across our markets. And this acquisition of women's top-tier football further strengthens this position. Women's football is developing rapidly both on and off the pitch. NENT Group and Viaplay are thrilled to be part of this journey, and we have big expectations for the years to come. These rights sits nicely with our ambitions in the markets, not least in the Baltics, where Viaplay will be launched on March 9."

Viaplay will show Women's Super League until 2024 with at least two matches per round. The coverage of Serie A has already begun and will feature two matches per round plus the semifinals along with the final in Serie A Cup tournament.

For Liga Iberdrola, 30-35 matches per season will be shown on Viaplay with the home matches of FC Barcelona, Real Madrid, Athletic Club, CFF Madrid and CD Santa Teresa until 2022/23.

Next season, Danish League (Gjensidige Kvindeliga) kicks off on Viaplay with all matches broadcasted live on Viaplay with selected games aired on linear tv in Denmark until 2023/24.

Frauen Bundesliga is already running in Sweden, Denmark Finland, Norway and Iceland. From next season Viaplay in the Baltic region and Poland will also be showing the games with 44-60 matches per season until 2021/22.

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.

NENT Group will launch Viaplay in the Baltics on March 9 and has already secured the exclusive Baltic rights to Formula 1 motorsport, NHL ice hockey, UEFA Champions League, UEFA Europa League, UEFA Conference League, Bundesliga, English cup football and South American national team football.

Viaplay will launch in Poland in August 2021.

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## 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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