

NENT Group acquires exclusive rights to NHL in the Baltics

- Exclusive deal begins immediately through the 2025-26 season
- Up to 1,400 live NHL games to be streamed on Viaplay every season in Latvia, Lithuania and Estonia beginning with the 2021-22 season
- NENT Group launched its Viaplay streaming service in the Baltics on 9 March

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has entered into an exclusive agreement with the National Hockey League (NHL) to broadcast NHL games on Viaplay in the Baltic region until 2026. NENT Group launched its Viaplay streaming service in Latvia, Lithuania and Estonia on March 9 at a price of EUR 9.99 per month. The exclusive NHL rights join an already attractive sports package including the exclusive rights to show Formula 1, Bundesliga and the UEFA Champions League on Viaplay in the Baltics.

Viaplay will begin streaming NHL games immediately. Beginning with the 2021-22 season, Viaplay will be the exclusive home of up to 1,400 live NHL games every season in Latvia, Lithuania and Estonia through the 2025-26 season. In addition, NENT Group will present extensive coverage of the Stanley Cup Playoffs and Stanley Cup Final, as well as marquee NHL events throughout the season, including the NHL Winter Classic, NHL All-Star Game, NHL Stadium Series, NHL Heritage Classic and NHL Global Series.

Ice hockey is the national sport in Latvia and throughout hockey history, Latvian players have made their names in the world's best ice hockey league. Teodors Blugers of the Pittsburgh Penguins and Rudolfs Balcers of the San Jose Sharks are among the Latvian-born stars playing in the NHL today.

Anders Jensen, NENT Group President and CEO: "We have launched Viaplay in Baltics with a promise to deliver a world of entertainment and much of the best sports in the world to our subscribers. I am therefore absolutely delighted with this unique long-term deal with NHL, which will secure the subscribers of Viaplay exclusive access to all the action from the best ice hockey league on the planet. NHL is one of the strongest brands in the world of sports and it sits nicely in our portfolio together with Formula One, where the season starts later this month, and Bundesliga and UEFA Champions League and Europa League, streaming on Viaplay from August."

David Proper, NHL Senior Executive Vice President of Media & International Strategy: "The NHL is a global League, with more than 30 percent of our players representing over 20 countries outside of North America. We're thrilled to expand our partnership with NENT Group to deliver the NHL directly to fans in the Baltics on the Viaplay platform. Our commitment to super-serving the legions of loyal and passionate NHL fans in Europe is

stronger than ever, and we look forward to bringing our phenomenal game, teams and players and engaging content to fans in the region and around the globe.”

NENT Group has already secured the exclusive Baltic rights to Formula 1 motorsport, UEFA Champions League, UEFA Europa League, UEFA Conference League, Bundesliga, English cup football, South American national team football, Women’s Super League, Frauen Bundesliga and Women’s Serie A.

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, as well as Estonia, Latvia and Lithuania. Viaplay will be launched in Poland and the US in 2021, and in five additional countries by the end of 2023. With streaming services, TV channels, radio stations and production companies, our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm and with a global outlook, NENT Group’s shares are listed on Nasdaq Stockholm.

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