

NENT Group adds Swiss ski rights to FIS-package and presents set-up

- **Starting from 2022, Nordic Entertainment Group holds the exclusive rights to the 25 World Cup events taking place in Switzerland each season**
- **4 Year deal for World Cup events in Alpine, Cross- Country, Ski Jumping, Freestyle and Snowboard covers Sweden, Norway, Finland and Denmark**
- **This deal is in addition to the huge deal that already secured the exclusive rights to more than 500 hours of FIS-skiing and World Championships from 2021 to 2026**

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, today announces the acquisition of yet another exclusive skiing right - to all the FIS World Cup-events taking place in Switzerland. This deal reinforces NENT Group's position as the undisputed home of world-class skiing in the Nordics. Starting from this fall, NENT Group's Viaplay will stream more than 500 hours of live skiing every season. This additional four-year deal starts in the fall of 2022 and contains 25 events every season across Alpine, Cross-Country, Ski Jumping, Freestyle Skiing and Snowboarding.

Today NENT Group has also, in addition to the inclusion of the Swiss world cup events in the portfolio, presented the coverage of the skiing in Norway and Sweden. Viaplay will stream every second of all the World Cup events without commercials. In Sweden all cross country, up to half of the Alpine skiing and selected events from ski jumping and freestyle will be shown on TV6. In Norway TV3 will be the home of cross- country and Nordic Combined and broadcast selected events from alpine and ski jumping.

Winter sports have a long and important heritage in the Nordic region and engage millions of viewers. With its studios and experts, NENT Group aims to create a complete experience for all viewers, keeping skiing close to the existing fan base and, at the same time, renewing and developing the viewer experience.

Among the profiles presented today in Sweden are Johanna Ojala and Peter Jihde as hosts, and Frida Hansdotter and Johan Olsson as experts. In Norway, Julie Strømsvåg and Ørjan Bjørnstad will be the hosts, together with Jan Christian Bjørn as commentator, and Åge Skinstad and Kjetil André Aamodt as experts.

Anders Jensen, CEO & President commented: "We are eager to start our coverage of countless future classic moments in winter sports, and now with additional competitions from Switzerland. It is no small task and responsibility that we take on, and we do it with humility and full of anticipation. I am confident that viewers will appreciate the novelty and benefit of every single minute of all competitions and disciplines being available to stream

on Viaplay, with the cross-country events also being made available on TV6 in Sweden and TV3 in Norway. All presented by the brilliant studio teams that we are announcing today. So, winter can come - we are ready.”

NENT Group is currently building its winter studios in Oslo and Stockholm and, in addition to state-of-the-art graphics and comprehensive statistics, there will be the facility for guests to join other studios remotely. There is a great, friendly rivalry between Sweden and Norway in all disciplines in winter sports and that rivalry will be an integrated part of the narrative in the streams and broadcasts.

The agreement was brokered by Infront, Swiss-Ski’s exclusive international media rights partner for all FIS events in Switzerland.

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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