

NENT Group sells Splay One to Caybon

- NENT Group reorganising NENT Studios to focus on scripted drama production for Viaplay
- Splay One is a market-leading provider of branded entertainment
- Caybon is a Stockholm-headquartered digital media company

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has sold Splay One to the Swedish digital media company Caybon. Splay One is a market-leading provider of branded entertainment and was previously part of NENT Studios. The sale is in line with NENT Group's previously stated ambition to focus NENT Studios on scripted drama production for its Viaplay streaming service, which will launch in 10 new markets by the end of 2023.

Best known as one of the first influencer marketing companies, Splay One operates the Nordic region's largest multi-channel network with over 250 million video views every month. In recent years, the company has expanded into content development, strategy, distribution and multi-platform productions. Splay One is headquartered in Stockholm and has 120 employees across four countries.

Caybon, also headquartered in Stockholm, produces and distributes digital campaigns to clients around the world. The company has 500 employees across 14 offices in Europe and North America.

Anders Jensen, NENT Group President and CEO: "We are pleased to have found a new home for Splay One that will enable the company to accelerate both its growth and strategy development. This transaction marks the first step in our process to reshape our Studios portfolio to work with scripted content only and fully integrated with Viaplay. The remaining Studios divestments continue according to plan and are expected to be completed during the first half of 2021."

[In early 2020](#), NENT Group announced its intention to reorganise NENT Studios to focus on scripted drama production for Viaplay, and to divest NENT Studios' non-scripted production, branded entertainment and events businesses.

Financial details of the Splay One transaction have not been disclosed. As of Q2 2020, NENT Group reports the results for the part of its Studios business that is for sale as discontinued operations.

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 in Estonia, Latvia and Lithuania. Viaplay will launch in 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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