

BEAT Diabetes Foundation launches #Imovefordiabetes initiative

The BEAT Diabetes Foundation, a pan-Nordic organisation responding to the global diabetes challenge, has launched the #Imovefordiabetes initiative. Throughout May, the initiative will bring together thousands of people across the Nordic region in a unique exercise challenge, with the aim of increasing awareness of all types of diabetes and promoting an active lifestyle.

Participants in #Imovefordiabetes will register their daily exercise – from jogging and gym workouts to any kind of sport – on www.beatdiabetes.se, which will then convert these activities into a kilometre equivalent. The goal is to reach a combined total of 7,665 kilometres in just one month, a distance corresponding to the length of the Nordic coastline.

The BEAT Diabetes Foundation is supported by Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company; Abbott, a global leader in diabetes care; and Boehringer Ingelheim AB, a research-driven biopharmaceutical company.

Peter Jihde, BEAT Diabetes Foundation Board Member: "Movement is the world's greatest medicine. It's free and helps everyone. Enjoy it!"

Andreas Almroth, Diabetes Care, Abbott, Nordics General Manager: "At Abbott, we believe people with diabetes should have the freedom to be able to enjoy a vigorous, active life. Initiatives like BEAT Diabetes & Movement are important to help people become more active and achieve their best health outcomes."

Lena De Geer, NENT Group Head of Corporate Responsibility: "Promoting an equal, diverse and inclusive society is at the heart of our sustainability strategy. Today, people with diabetes still face stigma and exclusion, and this must change. This latest BEAT Diabetes initiative is all about movement – in more ways than one."

Staffan Gustavsson, Boehringer Ingelheim AB Head Market Access & Public Affairs: "Boehringer Ingelheim AB has a long-term commitment to the fight against diabetes. A fight that is so important to people, healthcare and society. Through BEAT Diabetes we can work together to minimize illness and the negative medical effects of diabetes. We are looking forward to playing our part!"

In the Nordic region, type 1 and type 2 diabetes currently impact over 1.5 million people, according to the International Diabetes Federation. The region is also home to the highest number of people with type 1 diabetes in the world per capita.

The BEAT Diabetes Foundation partners with businesses, individuals and organisations in three areas:

- Health Tech – developing innovative digital solutions to support people with diabetes and others affected by the condition.
- Healthy Lifestyles – promoting active ways of living and proactive type 2 diabetes prevention.
- Inclusion & Wellbeing – addressing stigma and exclusion around diabetes and promoting psychological well-being for people with diabetes and care providers.

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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