

Jonas Gustafsson appointed CEO of Allente

Jonas Gustafsson has been appointed CEO of Allente, the pay-TV distribution joint venture owned by Nordic Entertainment Group (NENT Group) and Telenor Group, effective 1 July. Jonas was previously CFO and Head of Operations at Allente, and prior to that CEO of Viasat Consumer and Acting CEO for NENT Group Sweden. Bjørn Ivar Moen, the previous CEO of Allente and formerly CEO of Canal Digital, has been appointed CEO at Telenor Sweden, effective 1 October.

Allente was formed in May 2020 through the merger of NENT Group's Viasat Consumer and Telenor Group's Canal Digital businesses. The company offers satellite TV distribution, streaming packages, and IPTV and fibre broadband services to more than 1 million customers in Norway, Sweden, Denmark and Finland.

NENT Group and Telenor Group each own 50% of the shares in Allente, which operates on an arm's length basis as an open platform offering content from multiple providers.

Anders Jensen, NENT Group President and CEO: "Allente is a key partner for NENT Group across our various platforms and especially for our Viaplay streaming service. Our long-term distribution agreement means that Allente customers across the Nordic region can enjoy a uniquely tailored entertainment offering. Jonas is a very talented leader and we of course know him well from his time at NENT Group, so Allente is in excellent hands. A big thank you to Bjørn Ivar for leading Allente on its first steps as a new company and best of luck with the new assignment at Telenor Sweden."

Ove Fredheim, CEO Telenor Group Holdings and Chairperson, Allente: "Bjørn Ivar and Jonas have done a fantastic job during Allente's first year. I look forward to working with Jonas as he focuses both on the current business and the growth opportunities ahead."

Jonas Gustafsson, CEO, Allente: "The TV sector is constantly transforming and I'm very pleased with the position that Allente has established in the Nordic market in such a short time. Thanks to our fantastic team and strong partnerships we're ready to take the next step, and I'm really excited about leading Allente's journey over the coming years."

Ivan Busk Ginnerup, currently Business & Financial Control Director at Allente, has been appointed the company's acting CFO.

Allente has 300 employees across Sweden, Norway, Denmark and Finland, and is co-headquartered in Stockholm and Oslo.

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group)'s 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 and the Netherlands in 2022, followed by four additional markets by the end of 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 and with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

Contact us:

press@nentgroup.com (or Nicholas Smith, Senior Communications Manager: +46 73 699 2695)

investors@nentgroup.com (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

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