

NENT Group agrees Viaplay distribution deal in Poland with UPC

- UPC has 1.5 million customers in Poland with a leading position in urban areas
- Viaplay available to UPC customers through various bundling options
- Viaplay to launch in Poland on 3 August; date of launch of the service for UPC customers to be announced shortly

Nordic Entertainment Group (NENT Group) and Polish cable TV operator UPC have signed a multi-year distribution deal to bring NENT Group's Viaplay streaming service to UPC's customers. Viaplay will launch in Poland on 3 August with a unique combination of Viaplay Originals, international films and series, kids content and premium live sports such as Bundesliga football, with Premier League and Formula 1 to be added during the coming years. The launch date of the service for UPC's customers will be announced shortly.

Viaplay will be available to new and current UPC customers in various TV packages in attractive promotions. Viaplay will also be available as an add-on subscription, and the Viaplay app will be integrated into UPC's TV 4K Box in due course. Owned by Liberty Global, UPC's offering to Polish customers spans TV, broadband, telephony and mobile.

Kim Poder, NENT Group Chief Commercial Officer: "We are pleased to work with UPC to make Viaplay available to over 1 million households across Poland. Given UPC's leading market position in urban areas, this agreement perfectly complements our other partnerships in the country. Viewers in Poland have a lot to look forward to with Viaplay, and additional distribution deals are on the way."

Bogdan Bucurei, Chief Marketing Officer, UPC Polska: "Our partnership with NENT Group shows our long-term commitment to aggregate the highest quality content and deliver the best-in-class entertainment experience in the market. We are particularly pleased to offer our customers access to premium sports content, including among others Bundesliga, UEFA Europa League and UEFA Conference League, as well as Premier League from 2022, which will all contribute to Viaplay's strong debut in Poland."

In Poland, Viaplay will launch at a price at [PLN 34 per month with an attractive initial promotion](#), and will be available through third-party partnerships and direct subscriptions. The service is supported by a wide range of devices and platforms, including smart TVs from Samsung, LG, Panasonic, Sony, Philips and TCL; iOS and Android smartphones and tablets; Chromecast and Apple TV; PlayStation 4 and 5, and Xbox One; and PC and Mac.

In the Nordic and Baltic regions, NENT Group has distribution partnerships with operators and service providers such as Allente, Boxer, Stofa, Wao and YouSee (Denmark); Elisa (Estonia); Allente, DNA, Elisa and Telia (Finland); Tet (Latvia); Allente, Altibox, Get, NextGenTel, RiksTV and Telenor (Norway); and A3, Allente, Bahnhof, Com Hem, Connex TV, Junet, Kalejdo, Mediatechnik, Ownit, Sappa, Serverado, Telia and Universal Telecom (Sweden).

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').

About UPC Polska

UPC Polska provides multi award-winning digital services: broadband, TV, mobile and fixed telephony to over 1.5 million homes in 150 cities in Poland. Its network reaches 3.6 million households and delivers gigabit broadband speeds to homes and businesses, while UPC's interactive TV service brings live TV, thousands of hours of on-demand programming and the best apps to customers through a set-top box, as well as on-the-go through tablets and smartphones. UPC Polska is part of Liberty Global, one of the world's leading converged video, broadband and mobile communications companies. More about UPC services at: www.upc.pl.

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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