

## NENT Group and Play sign Polish Viaplay distribution partnership

- Viaplay included in new PLAY NOW TV subscriptions and available free to current subscribers until end of January 2022
- Play's millions of mobile postpaid customers can choose to access Viaplay for a free trial period
- Viaplay's Polish offering spans Viaplay Originals, international films and series, kids content and premium live sports

**Nordic Entertainment Group (NENT Group) and Poland's leading mobile operator Play have agreed a multi-year distribution deal that makes NENT Group's Viaplay streaming service broadly available to Play's millions of postpaid subscribers. Viaplay offers viewers in Poland 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 in the coming years.**

Starting today, new and renewing subscribers to the PLAY NOW TV service will receive access to Viaplay. Current PLAY NOW TV customers will have free Viaplay access until the end of January 2022, and will then be able to add a Viaplay subscription to their package. In addition, customers who currently have a mobile or mobile broadband subscription from Play can choose to access Viaplay for a free trial period.

In total, Play currently has around 15 million pre- and postpaid mobile customers in Poland and 800 points of sale across the country.

Kim Poder, NENT Group Chief Commercial Officer: "Viaplay's launch in Poland has been very successful, with significant interest both from viewers and partners. We are continually increasing our content offering, including the premiere of the hugely popular show 'Fort Boyard' and UEFA Europa League football with Legia Warsaw this month, making the service even more attractive. It's very exciting that customers of Play, Poland's leading mobile operator, can now experience Viaplay for themselves."

Mikkel Noesgaard, Play Chief Marketing Officer: "At Play we are constantly developing our offer with customers' needs in mind. We are proud to be the first mobile operator in Poland to provide our customers with access to Viaplay, the latest video service on the Polish market, through a very attractive offer. Thanks to the cooperation with Viaplay our customers will be able to enjoy access to home entertainment at the best price."

Viaplay is available in Poland through third-party partnerships and direct subscriptions at a price at [PLN 34 per month](#), and is supported by devices and platforms including Samsung,

LG, Panasonic, Sony, Philips and TCL smart TVs; 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).

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## NOTES TO EDITORS

*Nordic Entertainment Group AB (publ) (NENT Group)'s Viaplay streaming service is available in every Nordic country, in Estonia, Latvia and Lithuania, and in Poland. Viaplay will launch in the US in 2021 and the Netherlands in 2022, followed by 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').*

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