

# NENT Group's Viaplay to show NHL ice hockey in Poland until 2026

- Up to 1,400 live NHL games shown on Viaplay in Poland every season from 12 October
- Agreement expands NENT Group and the NHL's partnership to nine European countries
- Viaplay to stream 120 Swedish Hockey League (SHL) games every season in Poland

**Nordic Entertainment Group (NENT Group) has signed a five-year exclusive media rights agreement with the National Hockey League (NHL), the world's best ice hockey league, to broadcast up to 1,400 live NHL games every season on NENT Group's Viaplay streaming service in Poland until 2026. The deal expands NENT Group and the NHL's long-term partnership to nine European countries, and further reinforces Viaplay's premium sports offering in Poland, with Premier League and Formula 1 to come in the following years. In addition, NENT Group has secured the exclusive rights to stream Swedish Hockey League (SHL) games on Viaplay in Poland until 2024.**

Starting with the 2021/2022 season opener on 12 October between the Pittsburgh Penguins and the reigning Stanley Cup champion Tampa Bay Lightning, viewers in Poland can watch all NHL regular season games live on Viaplay, including every NHL Saturday and NHL Sunday (formerly NHL European Game of the Week) game broadcast, with local language commentary for selected games.

In addition, Viaplay will show extensive live coverage of the Stanley Cup Playoffs and Stanley Cup Final and other marquee NHL events throughout the season, including the NHL Winter Classic, NHL All-Star Game, NHL Stadium Series, NHL Heritage Classic and NHL Global Series.

Peter Nørrelund, NENT Group Chief Sports Officer: "Our 18-year partnership with the NHL is one of our longest and most important. It showcases NENT Group's ability to deliver premium sports to new and established fans, both in our Nordic and international markets. The NHL's quality and drama, together with the successful careers of Mariusz Czerkawski and Stanley Cup winner Krzysztof Oliwa, have built a loyal Polish following. Viaplay viewers can now enjoy every NHL game as part of Poland's best streamed sports offering."

David Proper, NHL Senior Executive Vice President of Media & International Strategy: "Through our long and expanding partnership with NENT Group, we have been able to deliver our game to more fans in Europe than ever before. This arrangement with NENT Group will allow us to superserve our very passionate Polish fan base. We look forward to continuing to offer exceptional programming featuring the best players in the world to our Polish fans."

NENT Group already holds exclusive NHL rights in Sweden, Finland, Denmark, Norway, Iceland, Estonia, Latvia and Lithuania until 2026.

Viaplay's SHL broadcasts in Poland will cover 120 live matches every year for the coming three seasons from one of Europe's top ice hockey leagues.

In Poland, Viaplay is the home of Bundesliga; UEFA Europa League and UEFA Europa Conference League; Europe's leading women's football leagues; FIFA World Cup 2022 African Qualifiers; FIFA Women's World Cup 2023; Copa América 2024; W Series, Nürburgring 24 Hours and Ferrari Challenge motorsport; US Open golf; Bundesliga handball; FIBA EuroLeague Women basketball; and snooker, pool and PDC darts. In addition, the service offers a wide range of Viaplay Originals, international films and series, and kids content.

NENT Group will show the IIHF Ice Hockey World Championship in all Nordic countries from 2024 to 2028.

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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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