

NENT Group to show INDYCAR SERIES in nine countries until 2024

- Viaplay to show every INDYCAR SERIES race, including the legendary Indianapolis 500, live until 2024
- Sweden's Marcus Ericsson and Felix Rosenqvist to compete in 2022 INDYCAR SERIES season
- NENT Group's motorsport rights include Formula 1, NASCAR, W Series and MotoGP

Nordic Entertainment Group (NENT Group), one of the world's fastest growing streaming companies, has extended its rights to show NTT INDYCAR SERIES motorsport until 2024. NENT Group's Viaplay streaming service will continue showing every race from North America's premier motorsport competition in Sweden, Finland, Denmark, Norway and Iceland, while adding Poland, Estonia, Latvia and Lithuania for the first time. Star Swedish drivers Marcus Ericsson – ready to kick his INDYCAR SERIES career into the next gear after contending for the 2021 title – and Felix Rosenqvist are already confirmed starters on the grid for the new season starting in February 2022.

The INDYCAR SERIES 2021, which concludes at Sunday's Acura Grand Prix of Long Beach, has been a breakout season for Marcus Ericsson (Chip Ganassi Racing), who took his first series win in Detroit in June before following up with victory in Nashville in August. Felix Rosenqvist (Arrow McLaren SP) is back on track following a dramatic mid-season crash and now has his sights set on fulfilling the potential that saw him named rookie of the year in 2019 and take the chequered flag at Wisconsin's Road America track in 2020.

The INDYCAR SERIES runs from February to September and features a unique combination of street and oval circuit races including the legendary Indianapolis 500 – known around the world as 'The Greatest Spectacle in Racing'. The 2022 season will be the 111th year of official American open wheel racing. NENT Group's INDYCAR SERIES coverage offers world-class studio programming and expert commentary in local languages.

Peter Nørrelund, NENT Group Chief Sports Officer: "Every week, Viaplay gives fans a front-row view of the world's best motorsport on two and four wheels. INDYCAR's European following continues to grow and Marcus Ericsson's success this season has turbocharged Nordic interest. Extending our partnership with INDYCAR for another three years is great news for Viaplay viewers in the Nordic region and our latest markets – and a perfect fit for one of the world's fastest growing streaming companies."

Mark Miles, Penske Entertainment Corp. President and CEO: "Marcus Ericsson's breakthrough win in Detroit followed by his thrilling victory in the inaugural Music City Grand Prix became two of the sensational milestones of 2021. We are pleased to know that fans of Marcus and Felix Rosenqvist will be able to follow more of these stirring moments.

The international following for the NTT INDYCAR SERIES is as substantial as ever. Drivers from a record eight different countries have won races this season. We look forward to Viaplay's robust coverage showcasing our bold and daring athletes for years to come."

In addition to INDYCAR SERIES, NENT Group's motorsport portfolio includes Formula 1, NASCAR, W Series, MotoGP, Nürburgring 24 Hours, Ferrari Challenge, DTM, Formula 2, Porsche Supercup and Formula Renault Eurocup.

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group)'s Viaplay streaming service is available in Sweden, Denmark, Norway, Finland, Iceland, Estonia, Latvia, Lithuania and Poland. Viaplay will launch in the US in 2021 and the Netherlands and the UK in 2022, followed by Canada, Germany, Austria and Switzerland 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 with a global perspective, NENT Group is listed on Nasdaq Stockholm ('NENT B').

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