

# Viaplay and KPN announce Dutch distribution deal

- Multi-year partnership makes Viaplay available to 3.6 million households in the Netherlands
- KPN will introduce Viaplay within its entertainment portfolio
- Viaplay to launch in the Netherlands on 1 March 2022

**Viaplay and KPN, a leading provider of fixed and mobile networks for telephony, broadband and television in the Netherlands, have agreed a multi-year distribution partnership. The deal will make Viaplay available to 3.6 million households across the country when the streaming service launches in the Netherlands on 1 March 2022.**

Starting from March, KPN customers can add a Viaplay subscription to their entertainment bundle via a TV, broadband or mobile package, or subscribe to the service on a stand-alone basis. Viaplay will offer Dutch viewers a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content.

Kim Poder, NENT Group Chief Commercial Officer: “KPN is one of the leading operators in the Netherlands and we look forward to working together. The fact that Viaplay will reach millions of KPN households across the country from March, and can be added to a wide range of popular subscriptions, will help us hit the ground running. We have a lot to offer in the Netherlands and teaming up with KPN creates many possibilities for viewers and for both our companies.”

Jochem de Jong, Director Partnerships KPN: “With the launch of Viaplay in the Netherlands, our entertainment offer will be further extended. Thanks to this partnership, KPN customers are assured of a front row seat along the F1 circuits worldwide and the extensive sports and entertainment that we will be offering together with Viaplay from next year. This makes it even more fun for customers to combine their entertainment in an affordable way. We look forward to celebrating the arrival of Viaplay together with our customers.”

Live sports available on Viaplay will include Formula 1 featuring Dutch superstar Max Verstappen, current joint leader of the World Drivers’ Championship; PDC darts with three-time world champion Michael van Gerwen; Bundesliga football and much more, with Premier League football to come from August 2022.

In the Netherlands, Viaplay will be available through third-party distribution partnerships and direct subscriptions. The service will be supported by a wide range of devices and platforms, including smart TVs; iOS and Android smartphones and tablets; Chromecast and Apple TV; and PC and Mac.

For more information on the partnership, go to [www.kpn.com/viaplay](http://www.kpn.com/viaplay).

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## 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').*

### About KPN

*KPN has been the leading provider of telecommunications and IT services in the Netherlands for almost 140 years. Everyone in the Netherlands uses the KPN network on a daily basis, either directly or indirectly, from the high-speed fibre networks in the ground to payment card machines in shops, or the matrix boards above the motorways. Via the network of the Netherlands, in which KPN continuously invests by rolling out fibre and the introduction of new technologies such as the 5G mobile network, KPN serves consumers and business customers with services for telephony, data, television, internet-of-things, cloud, workplaces and security. KPN has an open network on which other providers also offer services. More information is available at [www.kpn.com](http://www.kpn.com).*

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