

Viaplay and T-Mobile Netherlands enter distribution partnership

- Viaplay available as add-on subscription for T-Mobile's TV and internet customers
- Four months' free Viaplay access offered to new T-Mobile broadband subscribers
- Streaming service to launch in the Netherlands on 1 March

Viaplay and T-Mobile have entered a multi-year distribution partnership in the Netherlands. From 1 March, when Viaplay will launch in the Netherlands, T-Mobile will offer four months' free Viaplay access to its customers in combination with a new T-Mobile broadband subscription. At a later stage, T-Mobile will make the streaming service available as an add-on subscription to its TV and internet offering.

On Viaplay, T-Mobile customers will be able to enjoy live Formula 1 featuring Dutch superstar Max Verstappen as he seeks to defend his World Championship title; PDC darts with three-time world champion Michael van Gerwen; German Bundesliga football and much more, with Premier League football to come from August 2022. In addition, the service offers a unique range of Viaplay Originals, international films and series, and kids content.

Kim Poder, NENT Group Chief Commercial Officer: "In just a few weeks, Dutch viewers will be able to experience Viaplay's unique offering for themselves. We look forward to partnering with T-Mobile in the Netherlands and providing their customers with access to our service. From Viaplay Originals and international films and series, to kids content and of course the world's best sports, we have something for everyone."

Leo Hensen, Director Marketing, T-Mobile Netherlands: "We are proud to have reached an agreement with Viaplay. We are very pleased that we can grant our customers access to the best there is to offer in the world of sports, along with great original entertainment and the pick of Hollywood. T-Mobile is the fastest growing provider of fixed services in the Netherlands and with this partnership our customers will be able to watch the best there is via our services. The Dutch love to watch sports and this collaboration gives our customers a prime view during all the action."

T-Mobile will announce further details regarding its Viaplay prices and packages in the coming weeks.

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.

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, Poland and the US. Viaplay will launch in 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 T-Mobile Netherlands

T-Mobile Netherlands is one of the largest telecom providers for consumers and entrepreneurs in the Netherlands. T-Mobile Netherlands is different from the status quo, it stands at the heart of society and is more than just a telecom provider. It challenges and it doesn't stop until everyone is connected. With the brands T-Mobile, Tele2, Simpel and Ben, customers have access to interactive TV, mobile and fixed internet and our voice telecommunications services. T-Mobile's mobile network is the most awarded network in the Netherlands and has been named the best network in the Netherlands by umlaut five times in a row. See www.t-mobile.nl/over-ons

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