

# Viaplay and Max Verstappen reveal first original documentary

- ‘Verstappen – Lion Unleashed’ the first Viaplay production featuring Max Verstappen
- Viaplay and Verstappen announced multi-year partnership in January
- Viaplay available in the Netherlands from 1 March

**Viaplay will premiere the exclusive Formula 1 documentaries ‘Verstappen – Lion Unleashed’, the first Viaplay production to star reigning World Drivers’ Champion Max Verstappen, and ‘F1 Talks – Mika, David, Tom’ featuring some of motorsport’s most legendary names. From March, Viaplay will become Formula 1’s home in the Netherlands and Finland and expand its coverage of the fastest show on Earth to nine countries, with Poland to come from 2023. Sports documentaries are a fast-growing area for Viaplay, and in January the company agreed a multi-year partnership with Verstappen to feature in exclusive content for Viaplay viewers.**

In ‘Verstappen – Lion Unleashed’, the superstar Dutch driver joins his father Jos, his manager and other close associates to talk exclusively to Viaplay about winning his first Formula 1 championship in 2021, and to look forward to a thrilling 2022 season.

‘F1 Talks – Mika, David, Tom’ sees two-time World Drivers’ Champion Mika Häkkinen, 13-time Grand Prix winner David Coulthard and nine-time 24 Hours of Le Mans champion Tom Kristensen consider the past, present and future of Formula 1 in a compelling conversation moderated by Viaplay’s Amber Brantsen.

Max Verstappen: “I am really excited about the partnership with Viaplay, as our ambitions to be the best in our fields match each other. Viaplay might be new to the Dutch viewers, but is a proven international online video streaming service. It is great that we, together, are already creating unique content for all the fans.”

Peter Nørrelund, NENT Group Chief Sports Officer: “Ever since Max Verstappen captured his first title in December, the world has been waiting for an in-depth interview with one of the biggest rising stars in sports. Innovative documentaries are a great way to showcase the drama, skills and emotions of elite sports for new and established fans. Audiences can expect many more on Viaplay as an ideal complement to our world-class rights portfolio.”

‘Verstappen – Lion Unleashed’ and ‘F1 Talks – Mika, David, Tom’ will both premiere on Viaplay on 1 March, when the service launches in the Netherlands with a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content.

In the Netherlands, Viaplay comprises a single package with an introductory price of EUR 9.99 per month (regular price from August: EUR 13.99 per month), and is available through distribution partners KPN, VodafoneZiggo, T-Mobile Netherlands and DELTA Fiber, and as a direct subscription.

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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, Poland, the US and the Netherlands. Viaplay will launch in 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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