

# Viaplay secures Enfusion and Invicta FC fight rights

- Over 40 events from two fast-growing kickboxing and MMA promotions to stream on Viaplay
- Viaplay becomes home of Enfusion in the Netherlands, Poland and Baltic countries
- World's largest all-female MMA promotion, Invicta FC, shown on Viaplay in 10 markets

**Viaplay will be the live streaming home of all kickboxing and mixed martial arts (MMA) events from the Netherlands' Enfusion and of Invicta FC, the world's largest all-female MMA promotion, in multiple European markets for the next three years. Viewers can follow over 40 high-impact shows from these two fast-growing series featuring international fighting superstars as part of Viaplay's unique line-up of the world's best live sports.**

Based in the Netherlands, Enfusion spans kickboxing and MMA and is renowned for showcasing talents such as Superbon and Andy 'The Destroyer' Souwer. Viaplay will stream over 30 Enfusion, Enfusion Talent and Enfusion Cage Event shows in the Netherlands, Poland and the Baltic countries, starting with Enfusion 105 – Tevette vs. Bchiri on 26 March.

Edwin van Os, CEO, Enfusion: "This landmark deal with one of Europe's biggest entertainment providers is a win for the fans. It will make Enfusion visible across Northern Europe on Viaplay and provides a fantastic opportunity to engage new and growing audiences in the sport and the fighters. This can only deliver numerous promotional benefits for combat sports."

Invicta FC's roster features top fighters from around the world, with famous alumni including Cris Cyborg and Carla Esparza. Viaplay's next live Invicta FC broadcast will be on 11 May with Invicta FC 47 from Kansas City, one of 16 events to be shown in all Nordic and Baltic countries, Poland and the Netherlands.

Peter Nørrelund, NENT Group Chief Sports Officer: "Viaplay offers fight fans exceptional coverage of the most exciting promotions on the planet – all on a single world-class service. Enfusion is growing fast and will be a thrilling addition to our offering in the Netherlands and four further European markets. We're equally delighted to show Invicta FC, which is playing a key role in enabling talented female fighters to compete on a consistent basis, in 10 countries."

Viaplay's MMA rights portfolio also includes UFC in all Nordic countries, KSW in the Nordic and Baltic countries, Poland and the Netherlands, and many more.

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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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