

NENT Group proposes rebrand to Viaplay Group

- Proposal reflects company's strategic focus on Viaplay and its international expansion and Nordic growth
- Viaplay is NENT Group's most recognisable brand and the only one present in all its markets, and the company's largest single revenue-generating unit
- Rebrand subject to shareholder approval at AGM on 18 May

Nordic Entertainment Group (NENT Group) will propose a rebrand of the company to Viaplay Group. The proposal reflects NENT Group's strategic focus on the Viaplay streaming service and its ongoing international expansion and continued Nordic growth. Viaplay is NENT Group's most recognisable brand and the only one present in all its markets, and the company's largest single revenue-generating unit. Viaplay is today available in 11 countries, with at least 16 countries planned by the end of 2023, and aims to have approximately 12 million subscribers by the end of 2025.

Anders Jensen, NENT Group President and CEO: "Our proposed rebrand shows exactly who we are – a fast-growing international entertainment company. Becoming Viaplay Group will deliver clarity, simplicity and visibility. In turn, this will make us even more attractive for partners, investors and talents. The global streaming market has never been so exciting and competitive, and innovation in all areas, from our platform to our brand, is vital."

In the Nordic and Baltic countries, Poland and the Netherlands, Viaplay offers a unique combination of Viaplay Originals, international films and series, kids content and premium live sports. In the US, the service provides a 'best of the Nordics' line-up that includes both Viaplay Originals and selected third-party content.

The proposal is subject to the approval of NENT Group's shareholders at the company's Annual General Meeting (AGM) on 18 May.

Under the proposal, NENT Group's radio and advertising sales businesses will be rebranded as Viaplay Group Radio and Viaplay Group Ad Sales respectively. The company's studio operations were reorganised as Viaplay Studios in [September 2021](#).

As part of the rebranding, it is intended that the company's share ticker on Nasdaq Stockholm change from 'NENT B' to 'VPLAY B'.

NENT Group's current branding was launched in June 2018 as part of the company's split from its former parent company, Modern Times Group.

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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