

Viaplay to show Professional Fighters League in 10 European countries

- Over 25 events from world-class MMA promotion to stream on Viaplay every year
- Agreement covers all Nordic and Baltic countries, Poland and the Netherlands
- Viaplay's PFL coverage starts 20 April with PFL 1

Viaplay and the Professional Fighters League (PFL) have agreed a long-term partnership that makes Viaplay the live streaming home of PFL mixed martial arts (MMA) events in 10 European markets. Starting 20 April, fight fans can follow over 25 shows every year from one of the world's best and fastest-growing MMA promotions – and the only one to follow a league format – as part of Viaplay's unique portfolio of premium live sports.

Currently rated as the world's no. 2 MMA company, the US-based PFL features elite fighters in six weight classes who compete in a regular season, playoffs and the PFL World Championship, where each winner pockets USD 1 million. Today, 25% of the PFL's talent roster are ranked in the global top 25.

Viaplay's PFL coverage will span all Nordic and Baltic countries, Poland and the Netherlands, beginning with PFL 1, headlined by reigning PFL Lightweight Champion Raush Manfio against Don 'Magic Man' Madge and former world champion Anthony 'Showtime' Pettis taking on debutant Myles 'Magic' Price.

Peter Nørrelund, NENT Group Chief Sports Officer: "The PFL's innovative structure delivers high-impact action throughout the year leading up to the biggest night in MMA – the PFL World Championship. Bringing this thrilling promotion to viewers in 10 countries shows once again that Viaplay is a European heavyweight in live sports streaming."

James Frewin, SVP International, PFL: "The Professional Fighters League is excited to announce our partnership with Viaplay to carry coverage of the upcoming 2022 PFL Regular Season, Playoffs and PFL World Championship. We are excited by our continued global expansion and look forward to delivering premium MMA content to combat sports fans across Europe."

Viaplay will also show the PFL Challenger Series, PFL International Qualifier Series, PFL Combine and additional PFL original content. The agreement is in partnership with Athletic Sports Group and its subsidiary Fight Globe.

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

In March, NENT Group [announced](#) a proposal to rebrand as Viaplay Group, subject to approval at its Annual General Meeting on 18 May.

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'). NENT Group has proposed to rebrand as Viaplay Group, subject to approval at its Annual General Meeting on 18 May.

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