

Viaplay and Sony Pictures Television extend long-term content partnership

- New Sony Pictures series and films to stream first on Viaplay in the Nordic region
- Agreement secures latest films from the Sony Pictures Universe of Marvel Characters, which includes 'Spider-Man™', 'Venom' and 'Morbius', as well as other major blockbuster franchises like 'Jumanji', 'Ghostbusters' and many more
- Sony Pictures-produced series to join pipeline of international Viaplay Originals

Viaplay and Sony Pictures Television ("SPT") have agreed a multi-year extension to their long-term content partnership in the Nordic region. The latest Sony Pictures Entertainment ("SPE") films and television series starring the biggest names in Hollywood will continue to receive their Nordic streaming premieres on the fast-growing Viaplay service, where viewers can also enjoy an extensive range of SPE's most popular series box sets and classic movies. In addition, high-profile SPT television series will join the pipeline of international Viaplay Originals.

Following the phenomenal global success of 'Spider-Man: No Way Home', which has grossed over \$1.897bn worldwide and is currently the sixth-highest-grossing film of all time worldwide, the deal will see further new releases and catalogue titles from the studio's canon of Marvel Characters come to Viaplay, following their theatrical runs and home entertainment windows, including the highly anticipated screen debuts for characters including 'Kraven The Hunter', 'Madame Web' and 'Morbius'.

The deal sees Viaplay secure access to a host of SPE's biggest and most beloved global box office hits and franchises, including 'Uncharted', 'Venom', 'Jumanji', 'Ghostbusters', 'Peter Rabbit', 'Bad Boys' and 'Spider-Man', as well as some of SPE's most anticipated titles on its upcoming and future slate.

Such films include the original movie event 'Bullet Train', where Brad Pitt headlines an ensemble cast of eclectic, diverse assassins; 'Where The Crawdads Sing', which is based upon the best-selling novel by Delia Owens; and Miles Morales returns for the next chapter of the Oscar®-winning Spider-Verse saga, 'Spider-Man: Across the Spider-Verse', which is an epic adventure that will transport Brooklyn's full-time, friendly neighborhood Spider-Man across the Multiverse to join forces with Gwen Stacy and a new team of Spider-People to face off with a villain more powerful than anything they have ever encountered.

Additionally, Viaplay will be the Nordic home of an array of major new series from SPT's upcoming slate, to be unveiled and presented at Sony's LA Screenings event in May. The slate includes 'Accused' from Howard Gordon and Alex Ganza ('Homeland'), and the gripping four-part Vicky McClure psychological thriller, 'Without Sin'. Among the SPT series

already available on Viaplay are hits such as ‘Outlander’, ‘The Blacklist’, ‘The Good Doctor’, ‘S.W.A.T.’ and ‘L.A.’s Finest’.

The agreement also secures new SPE films and series for Viaplay’s V Film pay-TV channels, and a wide selection of new and library films for Viaplay’s Scandinavian TV channels.

Filippa Wallestam, NENT Group Chief Content Officer: “We are delighted to deepen our long-term partnership with Sony Pictures Entertainment. Viaplay will remain the first in the Nordic region to stream SPE’s hottest films and series, which will reach viewers faster than ever. This renewal reflects the value that our partnership creates for both companies. We look forward to working with SPE to bring even more world-class storytelling to millions of Viaplay subscribers in the years to come.”

Mark Young, EVP Distribution & Networks, EMEA, Sony Pictures Television: “It’s fantastic that Viaplay will bring some of our biggest ever box office hits, including ‘Spider-Man: No Way Home’ and ‘Uncharted’, to the Nordics. We’re hugely excited to be expanding our Sony Pictures Universe of Marvel Characters too, and I’m sure Viaplay’s audience will love meeting Kraven the Hunter, Madame Web, and of course returning to the Spider-Verse when those titles arrive. This deal also opens a treasure trove of classics from our phenomenally vast SPE feature film and TV series library for Viaplay’s audience to enjoy. We’re thrilled to be extending this deep, broad-ranging and long-term partnership with the team at Viaplay.”

In addition, Viaplay and SPE have recently concluded long-term content deals that secure SPE content for Viaplay viewers in the Baltic countries, Poland and the Netherlands.

Viaplay is targeting approximately 12 million subscribers by the end of 2025, including 6 million in the Nordic region and 6 million internationally. In March, NENT Group [announced](#) a proposal to rebrand as Viaplay Group, subject to approval at its Annual General Meeting on 18 May.

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

About Sony Pictures Television

Sony Pictures Television (SPT) is one of the television industry's leading content providers, producing, distributing and carrying programming worldwide in every genre and for every platform. In addition to managing one of the industry's largest libraries of award-winning feature films, television shows and formats, SPT is home to a thriving global content business, operating a robust portfolio of wholly-owned and joint-venture production companies across the U.S., Europe, Latin America, and Asia Pacific, as well as linear and digital channels around the world. SPT is a Sony Pictures Entertainment Company, a subsidiary of Tokyo-based Sony Group Corporation.

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