

Viaplay appoints Philip Wågnert as Chief Technology & Product Officer

Viaplay has appointed Philip Wågnert as EVP and Chief Technology & Product Officer, effective 3 May. Philip will lead the company's product, data and technology development and hold overall technical responsibility for the fast-expanding Viaplay streaming platform. He will join the company's General Executive Management team, reporting to Anders Jensen, NENT Group President and CEO, and will be based in Stockholm.

Philip was most recently SVP Product at Viaplay, where he led and transformed the Product organisation with a focus on building a market-leading streaming platform and generating customer value. He joined the company in August 2018 from Travelport, and previously spent five years in a range of leadership roles at SAS, including VP Product Development & Management. He has studied at the London School of Economics and Political Science and the Stockholm School of Economics.

Philip takes over from Kaj af Kleen, who has decided to take up a new position in a different industry after 15 years with the company.

Anders Jensen, NENT Group President and CEO: "Viaplay is unique and our tech talents are decisive in our ongoing success. Philip is a great fit for this role, and his appointment shows the strength of our team. His skills, leadership and passion will help us innovate even faster and deliver one-of-a-kind experiences to viewers across our markets. Kaj has been a great and appreciated member of the team for many years, and we wish him the best of luck in his new endeavours."

Philip Wågnert, NENT Group Chief Technology & Product Officer: "I'm proud to take on this role and to lead such a world-class product, data and tech team. Working together to build products that our customers love gives me so much energy. I know at first hand how much talent we have at Viaplay, and I can't wait to get started."

Viaplay will shortly open a [Barcelona tech hub](#) to boost its innovation capacity and international development presence.

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.

Contact us:

press@nentgroup.com (or Nicholas Smith, Senior Communications Manager: +46 73 699 1700)

investors@nentgroup.com (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

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