

NENT Group appoints Enrique Patrickson as EVP and Chief Financial Officer

NENT Group has appointed Enrique Patrickson as EVP and Chief Financial Officer (CFO). Enrique has extensive financial, commercial and strategic experience from a wide range of international businesses. He will join the company's Group Executive Management team, reporting to Anders Jensen, NENT Group President and CEO, and will be based in Stockholm.

Enrique will lead the company's finance function in addition to its strategy and M&A teams. Åsa Regen Jansson, [currently Acting CFO](#), will resume her previous position as SVP Group Business Control & Commercial Finance.

Enrique is currently CFO and VP of Sales, Asia-Pacific & Middle East and Africa, at Electrolux, based in Singapore. He previously spent nine years at ASSA ABLOY in various leadership roles focusing on business development and M&A. Enrique began his career at PWC and holds an MSc in Business Administration from Linköping University.

Anders Jensen, NENT Group President and CEO: "Enrique has a very impressive track record that spans multiple industries and markets. His experience and operational skills will be invaluable as we bring Viaplay to many more viewers over the coming years, both in the Nordic region and internationally. I see Enrique's experience from other industries as particularly valuable as we strive to innovate and challenge how optimal value is created in our industry. I would also like to extend a warm thank you to Åsa for her dedication and hard work as Acting CFO, a role she took on under very difficult circumstances."

Enrique Patrickson: "Viaplay is a unique service with an exciting growth journey ahead, led by an amazingly engaged team with a strong sense of purpose. I've had the privilege of working at global growth businesses and I look forward to bringing my experience and hands-on approach to the Viaplay team."

Enrique will join Viaplay in August 2022.

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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