

Viaplay Group and Altibox expand Norwegian distribution partnership

- Viaplay Group and Altibox agree multi-year expansion of long-term distribution partnership for Viaplay and linear channels
- 380 live Premier League matches available to Altibox customers every season, along with Viaplay's fast-growing entertainment offering
- Partnership reflects Viaplay Group's unique content offering and strategic focus on long-term distribution deals

Viaplay Group and Norwegian TV, streaming and broadband provider Altibox have agreed a multi-year expansion of their long-term distribution partnership in Norway. The Viaplay streaming service will remain broadly available to Altibox customers, who will now also have the possibility of following 380 live Premier League games every season when Viaplay Group's Norwegian coverage of the world's most popular football league kicks off in August.

Altibox viewers will be able to watch Premier League through V Premium, an innovative hybrid offering that includes five new premium linear channels dedicated to Premier League, all V sport channels, and Viaplay's Film & Series streaming package. In addition, viewers will be able to subscribe to the Viaplay Total streaming package, which also shows all Premier League matches, via Altibox.

At the same time, Altibox will continue to offer Viaplay Group's V sport and V film channels, and Norwegian channels TV3, V4 and TV6. Viaplay Group's content will be available through Altibox's point-based multichoice streaming and TV offering, or through add-on subscriptions.

Kim Poder, Viaplay Group Chief Commercial Officer: "Our close partnership with Altibox goes back many years, and we are thrilled to renew our collaboration while further developing the customer offering together. Altibox customers can enjoy every moment of the new Premier League season, including Norwegian star Erling Braut Haaland at the champions Manchester City. Viewers also get access to our fast-growing line-up of local Viaplay Originals such as 'Gold Run', 'Fenris' and 'Pørni', and great Hollywood blockbusters."

Tor Morten Osmundsen, Altibox Chief Executive Officer: "We are very glad to continue our good collaboration with Viaplay. The agreement ensures that our customers have access to content from one of the strongest providers of sports, series and other entertainment."

In addition to Premier League, Viaplay is the Norwegian home of FIS winter sports, Bundesliga, EFL Championship, Carabao Cup, FA Cup, UEFA Europa League and UEFA Europa Conference League, Formula 1, IHF and EHF handball, NHL and much more.

The partnership with Altibox reflects Viaplay Group's strategic focus on long-term distribution deals that ensure the broad availability of its streaming service and TV channels across the Nordic region.

NOTES TO EDITORS

Viaplay Group AB (publ) is the international streaming challenger. Our Viaplay streaming service is available in every Nordic and Baltic country, Poland, the US and the Netherlands, and we are expanding rapidly by launching in the UK in 2022, followed by Canada, Germany, Austria and Switzerland in 2023. Viaplay will have a market presence in at least 21 countries by the end of 2023, including at least five partner markets for the Viaplay Select branded content concept. Every day, millions of customers enjoy our unique entertainment offering, including acclaimed Viaplay Originals and an unrivalled line-up of premium live sports. From streaming to TV channels, radio stations and production companies, our purpose is to tell stories, touch lives and expand worlds. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

About Altibox:

Altibox is a company in the Lyse Group, delivering broadband, streaming, entertainment, and communication services in the Norwegian and Danish market since 2002. The company employs around 250 people with headquarters in Stavanger, and bases its business on an affiliate model, distributing its branded services through partnerships with over 30 local and regional fibre networks. The Altibox partnership has more than 530.000 entertainment services subscribers, ensuring a TV and streaming audience of 1M+ viewers in Norway.

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