

Anders Jensen meets European Commissioner Thierry Breton

Anders Jensen, Viaplay Group President and CEO, and Thierry Breton, Commissioner for the Internal Market of the European Union, have met in Brussels to discuss the future competitiveness of Europe's audiovisual and streaming sector, and the urgent need for supportive policy frameworks that create a more level playing field for ambitious European businesses such as Viaplay Group.

Topics at the top of the meeting agenda for Viaplay Group included the Media and Audiovisual Action Plan, the European Media Freedom Act, and removing barriers to market entry and growth.

Anders Jensen, Viaplay Group President and CEO: "Viaplay Group is a European success story. Our ongoing expansion shows the continent can produce streaming businesses capable of competing with global players. Meeting Commissioner Breton is an opportunity to discuss how businesses and legislators can work together to ensure Europe's media sector can continue investing and innovating in ways that benefit everyone. I am very happy with the open and constructive dialogue in the meeting, which covered both opportunities and challenges."

The Viaplay streaming service is currently available in 10 European countries and in the US, and will launch next in the UK, Canada, Germany, Austria and Switzerland. By the end of 2023, Viaplay will have a market presence in at least 21 countries, including at least five partner markets for its Viaplay Select branded content concept.

In all its direct-to-consumer markets, the company is investing in high-quality local storytelling, and is set to premiere at least 70 Viaplay Originals in total in 2022. Viaplay is targeting approximately 12 million subscribers by the end of 2025.

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').*

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