

## *Viaplay Group and RiksTV add Premier League to Norwegian distribution partnership*

- World's most popular football league available to RiksTV customers through streaming and hybrid packages
- Viaplay to show 380 live Premier League matches every season from August
- Viaplay Group and RiksTV have existing long-term distribution partnership

**Viaplay Group and Norwegian TV provider RiksTV have added Premier League football to their long-term distribution partnership in Norway. RiksTV's customers will be able to follow all 380 Premier League games live every season through streaming and hybrid packages when Viaplay Group's Norwegian coverage of the world's most popular football league kicks off in August.**

Premier League football will be available to RiksTV's customers through V Premium, an innovative hybrid offering that includes five new premium linear TV channels dedicated to Premier League, all Viaplay Group's V sport premium linear TV channels, and the Viaplay Film & Series streaming package. Subscribers to RiksTV's streaming service Strim can subscribe to the Viaplay Total streaming package, which will show every Premier League match.

Kim Poder, Viaplay Group Chief Commercial Officer: "Football fans across Norway are counting down to 5 August and the new Premier League season, with local superstar Erling Braut Haaland set for his Manchester City debut two days later. RiksTV's extensive reach makes them a key partner, and we're very pleased that even more Norwegian viewers will be able to enjoy Viaplay's world-class coverage of the most exciting league anywhere."

Rune Åsprang, Product Director, RiksTV: "We're delighted to expand our great collaboration with Viaplay Group by adding Premier League to RiksTV's comprehensive sports line-up. The Premier League is important to many people in Norway, so it's great that we can offer English football to our customers together."

Viaplay Group and RiksTV have an existing Norwegian distribution partnership that covers Viaplay, the V sport premium linear TV channels, and local linear TV channels.

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.

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**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 RiksTV:**

*RiksTV is one of Norway's leading TV-distributors. With its distribution through digital terrestrial television and partnership with broadband suppliers, it has a unique availability in Norway. Through the sub brand Strim, RiksTV is also a front runner in the streaming market as a pioneering aggregator in Norway.*

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