

## *Viaplay Group appoints Edward Breeze as Head of Sports UK*

Viaplay Group has appointed Edward Breeze as SVP and Head of Sports UK. Breeze has held a range of executive positions in the UK sports industry, and in his new role he will lead Viaplay Group's sports operations in the country. Viaplay Group has today announced an agreement to acquire UK sports streamer and TV channel operator Premier Sports, ahead of the launch of the Viaplay streaming service in the UK this autumn.

Edward Breeze will join Viaplay Group in October from DAZN, where he is currently EVP Rights. He has previously worked at Perform, Inform and Octagon. Breeze will become a member of Viaplay Group's sports leadership team, reporting to Peter Nørrelund, Viaplay Group Chief Sports Officer, and will be based in London.

Edward Breeze: "I'm thrilled to join Viaplay Group. I've been impressed by the way the company is successfully launching in new countries, acquiring high-profile sports rights and constantly developing synergies between markets. I like the big ambitions and am looking forward to the adventures and opportunities that lie ahead."

Peter Nørrelund, Viaplay Group Chief Sports Officer: "We're pleased to welcome Edward to Viaplay's experienced and talented sports team. His in-depth knowledge of streaming, sports and the local market makes him an ideal fit as we launch in the UK. Live sport is in our DNA and we will offer UK viewers a very attractive line-up – with much more to come."

In the UK, Viaplay will show sports currently available on Premier Sports' platforms, including UEFA national team, La Liga, Scottish Cup, Scottish League Cup and Coppa Italia football; United Rugby Championship, Rugby Football League and Top 14 rugby; NASCAR motorsport; and the Elite Ice Hockey League.

UK sports rights previously secured by Viaplay include:

- UEFA national team football: 2024 to 2028
- NHL ice hockey: 2022 to 2027
- KSW mixed martial arts: 2022 to 2025
- IIHF Ice Hockey World Championship: 2024 to 2028
- Champions Hockey League: 2023/2024 to 2027/2028
- ISU figure skating and speed skating: 2023 to 2028 (ISU World Figure Skating Championships from 2024)
- EHF European Handball Championship, EHF Champions League and EHF European League (men and women): 2022 to 2030

- CEV EuroVolley, CEV Champions League, CEV EuroBeachVolley and additional CEV volleyball competitions: 2022 to 2026
- World Athletics Continental Tour Gold: 2023 to 2029
- World Athletics Indoor Tour: 2023
- FIS snowboard and freestyle: 2022 to 2026 (non-exclusive).

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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').*

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