

## *Viaplay Group acquires Premier Sports and accelerates entry into UK*

- Premier Sports operates sports streaming service and TV channels available across the UK
- Company holds UK rights to UEFA national team, La Liga, Scottish Cup and Scottish League Cup football, along with rugby, motorsport, ice hockey and more
- Acquisition will create synergies with Viaplay streaming service in sports content, distribution and production, while boosting Viaplay's UK brand awareness
- Premier Sports has 222,000 paying subscribers and GBP 26.4 million in 2021 revenues
- Viaplay to launch in UK this autumn

Viaplay Group has agreed to acquire UK sports streamer and TV channel operator Premier Sports. This marks a significant acceleration of Viaplay Group's ambitions in the UK, ahead of the launch of the Viaplay streaming service in the country this autumn. Premier Sports' portfolio of attractive sports rights complements the rights that Viaplay has previously secured for the UK, and its platforms are available across the UK through long-term distribution agreements with Sky, Virgin, Amazon and Netgem TV. In addition to content and distribution, the acquisition will also deliver synergies with Viaplay in sports production, while boosting Viaplay's local brand awareness amongst viewers.

Premier Sports' UK sports rights include 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.

The company recently secured 60 exclusive matches to be played by the Scotland, Northern Ireland and Republic of Ireland men's national football teams in the UEFA European Qualifiers and UEFA Nations League from 2022, as part of a package of more than 400 international matches from across Europe. The agreement runs until 2024, when Viaplay's [recently announced](#) partnership with UEFA in the UK comes into effect.

Premier Sports currently has a total of 222,000 paying subscribers to its pay-TV channels Premier Sports 1 and Premier Sports 2 and streaming service Premier Player. The company also operates the advertising-funded TV channel FreeSports. All Premier Sports platforms will receive Viaplay branding and will continue to be available through existing distribution partners. The content line-up available on the TV channels will, in due course, be expanded to include Viaplay's broader series and film offering.

Anders Jensen, Viaplay Group President and CEO: "This acquisition will put Viaplay firmly on the UK map and accelerate our development in this key market. Premier Sports

has a loyal and expanding subscriber base, well-established distribution agreements and production capabilities, and a great sports portfolio that complements our own. There is also a big opportunity to make Viaplay's wider offering, including our award-winning Viaplay Originals, available to Premier Sports' subscribers. We have secured this growing and profitable business at an attractive valuation. This is a fast and effective route to building an even stronger position for Viaplay in the UK."

Richard Sweeney, Premier Sports CEO: "At Premier Sports, we're proud to have created a dynamic, innovative sports streamer and broadcaster over the past 13 years. From modest beginnings, and through the hard work and dedication of our people, we have continually grown the company, and today we have an extensive portfolio of must-see live sports that entertain loyal customers across the UK. Our sale to Viaplay Group will dramatically increase the content available to new and existing subscribers. This is the start of an exciting new chapter in the development of the business, and is great news for our colleagues, customers and partners."

Founded in 2009 and majority-owned by Setanta Sports, Premier Sports' revenues grew by approximately 33% in 2021 to GBP 26.4 million. The company is based in Dublin and has 23 full-time employees, all of whom are expected to join Viaplay Group after the closing of the transaction, which is subject to regulatory approval. The transaction values Premier Sports at GBP 30 million on a cash and debt-free basis.

As a result of the acquisition, Viaplay will expand its UK offering at launch to two streaming packages: the Films & Series package focused on the 'best of Nordic storytelling' with Viaplay Originals and premium third-party content, and the Total package including Viaplay and Premier Sports' combined sports line-up, alongside Viaplay's Films & Series offering. Further details of Viaplay's UK content, pricing and launch date will be announced in due course.

In addition to rights currently held by Premier Sports, Viaplay's UK sports rights 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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