

Viaplay Select to launch on CINDIE in nine Latin American countries

- Viaplay Select branded content concept included in DMD's CINDIE streaming service across Latin America from November
- Partnership makes more than 200 hours of Viaplay series, films and additional premium curated content available to CINDIE subscribers
- Viaplay Select previously launched in Japan with WOWOW

Viaplay Group has partnered with DMD to bring the Viaplay Select branded content concept to DMD's CINDIE streaming service across Latin America. Starting in November, CINDIE subscribers in nine countries will be able to access more than 200 hours of Viaplay series, films and additional premium curated content from Viaplay Select as part of their subscriptions. The agreement is the latest Viaplay Select partnership to be announced, following April's launch in Japan with WOWOW, with further markets targeted before the end of 2022.

The Viaplay Original series and films set to premiere in Latin America on CINDIE include the acclaimed dramas 'Harmonica', 'Below' and 'Ida Takes Charge'; the young adult series 'Two Sisters' and the Swedish Kristallen-winner 'Thunder in My Heart'; the eagerly anticipated new crime shows 'Fenris' and 'Who Shot Otto Mueller?', the documentaries 'Wozniacki & Lee' and 'Natascha Kampusch – A Lifetime in Prison'; the smash-hit feature 'Suedi'; and more.

Viaplay is the Nordic region's leading producer of original content, with at least 70 Viaplay Originals set to premiere in 2022.

Filippa Wallestam, Viaplay Group Chief Content Officer: "Viaplay Select enables partners to deliver even more variety and value to their customers. DMD are establishing a position as Latin America's leading aggregator of premium European content, which makes our fantastic Viaplay shows an ideal fit for their CINDIE service. This partnership, which spans an entire continent, has great potential and once again highlights the global attraction of Nordic storytelling."

Tony Kelly, CEO of DMD: "We are delighted to partner with Viaplay Select which adds new, strong storytelling to our streaming service CINDIE, offering some of the greatest stories told in film and television from around the world to audiences across Latin America."

CINDIE is currently available on a subscription basis in Argentina, Uruguay, Paraguay, Chile, Peru, Ecuador, Colombia, Brazil and Mexico.

Viaplay Select is focused on markets where Viaplay is not at present prioritising the launch of a direct-to-consumer service, and where local partners can benefit from Viaplay's unique content pipeline. Viaplay's direct-to-consumer offering is today available in the Nordic and Baltic countries, Poland and the Netherlands, and will launch in the UK in the fourth quarter of 2022 and in the US and Canada in the first quarter of 2023.

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 DMD/CINDIE:

CINDIE offers 800 hours of movies and TV shows hand-picked by a team of curators, dedicated to present exciting, captivating content from around the world. CINDIE offers something new every week for the independent minded Latin American viewer from a growing catalogue.

DMD is a multi-platform VOD and TV distributor across Latin America, bringing the best in new independent film and TV to audiences in all windows. CINDIE is available on cable and OTT platforms across Latin America, including Claro TV+ Brazil, Telefonica VIVO, Telecom Argentina Flow, Huawei Video, and many others as well as available via the VIDA app on all the app stores and www.vidaondemand.com. DMD has distributed many award winners including Parasite, Portrait of a Lady on Fire, Ashfall, and Carol.

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