

## *Viaplay Group and Telenor agree long-term Swedish and Norwegian distribution partnership*

- Viaplay Group content available to Telenor's 1 million TV customers in Sweden and Norway
- Telenor to continue distributing Viaplay Group's TV channels in Sweden and Norway, and the hybrid V Premium offering in Norway

**Viaplay Group and Telenor have agreed a new long-term distribution partnership in both Sweden and Norway that offers Telenor's 1 million TV customers access to Viaplay Group's highly popular sports, series and film content. Telenor will continue to distribute the Viaplay streaming service and Viaplay Group's linear TV and pay-TV channels in Sweden and Norway, along with the hybrid V Premium offering featuring Premier League football in Norway.**

As a result, Telenor customers in Sweden will be able to enjoy Viaplay's Film & Series package and sports offerings. Furthermore, Viaplay will continue to be available through Telenor's OTT offering Telenor Stream, a popular choice for Telenor's mobile and broadband subscribers. In Norway, Viaplay Film & Series will remain available through Telenor's T-We product and its point-based packaging, where Viaplay is already a popular choice among Norwegian viewers.

V Premium is an innovative hybrid product for the Norwegian market that includes five premium linear TV channels dedicated to Premier League, all V sport channels, and access to Viaplay Film & Series.

Kim Poder, Viaplay Group Chief Commercial Officer: "This new agreement is fantastic news for Viaplay. Our combination of world-class live sports, award-winning Viaplay Originals and the best of Hollywood is unique. Telenor's focus on business development and on securing the best line-up of content has delivered a great outcome for their customers in the Swedish and Norwegian markets."

Petter-Børre Furberg, CEO Telenor Nordics: "We are happy to extend our good cooperation with Viaplay Group. Telenor's customers want access to great content on all platforms, and the flexibility to fit their needs. With this agreement our customers will be able to access Viaplay's wide spread of high-quality content, which is an important part of our TV service in Norway and Sweden."

In addition to Premier League, Viaplay is the Swedish and Norwegian home of premium sports such as NHL, Formula 1, FIS winter sports, Bundesliga, EFL Championship,

Carabao Cup, FA Cup, UEFA Europa League and UEFA Europa Conference League, IHF and EHF handball, and much more. This year, Viaplay is set to premiere at least 70 Viaplay Originals, and has long-term agreements with major Hollywood studios such as Sony and MGM.

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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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