

## *Viaplay adds Austrian events to secure all FIS winter sports in Sweden*

- All Austrian FIS World Cup events to stream on Viaplay in Sweden from 2024
- Viaplay to hold all FIS rights in Sweden
- Viaplay secures Swedish, Finnish, Danish and Icelandic rights to FIS Ski Flying World Championship 2024

**Viaplay has acquired the exclusive Swedish live rights to all FIS World Cup winter sports competitions held in Austria from the 2024/2025 season to the 2026/2027 season.**

**Viaplay already holds the Nordic rights to hugely popular FIS World Cup events held in other countries, and will now become the home of all FIS rights in Sweden. In addition, Viaplay has secured the Swedish, Finnish, Danish and Icelandic rights to the FIS Ski Flying World Championship 2024 in Bad Mitterndorf, Austria.**

Following the addition of the Austrian FIS World Cup rights from 2024, Viaplay viewers in Sweden will be able to stream the following events held in every country:

- FIS Alpine Ski World Cup
- FIS Cross Country World Cup
- FIS Nordic Combined World Cup
- FIS Ski Jumping World Cup
- FIS Snowboard World Cup
- FIS Freestyle Ski and Freeski World Cup.

The agreement with Eurovision Sport, the sports arm of the European Broadcasting Union, includes around 30 Austrian events every season, subject to the final FIS Calendar. Viaplay's coverage will include both women's and men's competitions and all qualification rounds and finals. All cross country events, up to half of the Alpine competitions and selected ski jumping and freestyle events will be shown on TV6 in Sweden.

Peter Nørrelund, Viaplay Group Chief Sports Officer: "This winter, Viaplay will stream hundreds of hours of thrilling FIS competitions to huge audiences across the Nordic region. From 2024, we'll complete our Swedish FIS portfolio with all Austrian events. Viewers can look forward to even more unforgettable winter moments on Viaplay, all in the company of unrivalled experts, studio programming and passion for these very special sports."

In April 2019, Viaplay announced the groundbreaking acquisition of FIS Alpine Ski World Cup and FIS Cross Country World Cup rights for the whole Nordic region until 2026. In

March 2021, the company agreed an additional Nordic deal for FIS events in Switzerland that runs from 2022 to 2026.

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## NOTES TO EDITORS

*Viaplay Group AB (publ) is the international streaming challenger. Our Viaplay streaming service is available direct-to-consumer in every Nordic and Baltic country, Poland and the Netherlands, and we are expanding rapidly by launching in the UK in 2022, followed by the US, 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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