

Viaplay is now live in the UK

- Over 1,000 hours of Viaplay Originals and curated third-party content available on Viaplay at launch in the UK
- Viaplay's live sports offering includes Scotland, Wales and Northern Ireland's European Qualifiers for the UEFA EURO and FIFA World Cup
- Film & Series package priced at GBP 3.99 and Total package including live sports at GBP 14.99

Viaplay Group has launched its Viaplay streaming service in the UK on 1 November. Viewers can choose the Film & Series package focused on Nordic storytelling with more than 1,000 hours of award-winning Viaplay Originals and curated third-party content, or the Total package that also includes live sports. The direct-to-consumer packages are priced at GBP 3.99 and GBP 14.99 per month respectively, with a seven-day free trial for the Film & Series package and a monthly price of GBP 11.99 for Total customers signing a 12-month contract. Viaplay is available now at www.viaplay.com/gb-en.

Anders Jensen, Viaplay Group President and CEO: "Viaplay has so much to offer UK viewers. Starting today, subscribers can enjoy original storytelling that has won prizes around the world, attractive third-party content from all Nordic countries and beyond, and top-class local and international sports – all through one competitively priced service. This launch is great news for viewers and a milestone for our company. Nordic noir is just the beginning for Viaplay in the UK."

Highlights of Viaplay Film & Series:

Viaplay is the leading Nordic producer of original content and will offer UK audiences a broad selection of its most successful series and films, all with English subtitles. The service will initially skew towards popular genres such as Nordic noir, drama and young adult.

The Viaplay Originals available at launch include the Nordic noir series 'Cell 8' with Freddie Wise, 'Fenris', 'Honour', the Cannes series winner 'Partisan' and 'Those Who Kill'; the dramas 'Harmonica', 'Love Me' and 'Pernille'; the young adult shows 'A Class Apart', 'Delete Me', 'Threesome' and 'Thunder in My Heart'; and many more.

Viewers can also access Viaplay's fast-expanding documentary slate, with Nordic and international productions such as 'Natascha Kampusch – A Lifetime in Prison', 'Operation Cannabis', 'Superswede' and 'The Prize of Silence'.

The curated third-party content is from Nordic and international partners and includes the acclaimed films 'As in Heaven', 'Borg vs. McEnroe', 'I Am Zlatan', 'Margrete: Queen

of the North' and the Oscar-nominees 'A Royal Affair' and 'The Square'; the hit dramas 'Catch and Release', 'Exit', 'Gåsmamman', 'Thin Blue Line' and 'Wallander'; and more.

Highlights of Viaplay Total:

In addition to all Film & Series content, subscribers to Viaplay's Total package can follow a broad range of live sports, including all European Qualifiers for the UEFA EURO and FIFA World Cup played by the Scotland, Wales and Northern Ireland men's national football teams, along with the UEFA Nations League and friendlies, until 2028.

Viaplay holds a comprehensive portfolio of rights to over 1,000 UEFA international matches from across Europe, including top-ranked sides such as Belgium, Denmark, France, Germany, Italy, the Netherlands, Portugal and Spain.

Viaplay will also show LaLiga, Scottish Cup, Scottish League Cup and Coppa Italia football; BKT United Rugby Championship, Rugby Football League and TOP 14 rugby; NHL, IIHF Ice Hockey World Championship, Champions Hockey League and Elite Ice Hockey League; CEV volleyball; KSW mixed martial arts; EHF handball; ISU figure skating and speed skating; and World Athletics Continental Tour Gold and Indoor Tour.

The Scottish League Cup and Elite Ice Hockey League will be rebranded as the Viaplay Cup and Viaplay Elite League respectively.

In the UK, Viaplay is supported by a wide range of devices and platforms, including major Smart TV brands; iOS and Android smartphones and tablets; Chromecast, Apple TV, Android TV, Amazon Fire TV and Google TV; and PC and Mac.

Following the recent closing of [Viaplay Group's acquisition of Premier Sports](#), the pay-TV channels Premier Sports 1 and Premier Sports 2 have been rebranded as Viaplay Sports 1 and Viaplay Sports 2, with the free-to-air TV channel FreeSports becoming Viaplay Xtra. All channels remain available through existing distribution partnerships with Sky, Virgin, Amazon and Netgem TV.

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, the Netherlands and the UK, and we are expanding rapidly by launching in 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').

Contact us:

press@viaplaygroup.com (or Nicholas Smith, Senior Communications Manager: +46 73 699 1700)

investors@viaplaygroup.com (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

Download high-resolution photos: [Flickr](#)

Follow us:

viaplaygroup.com / [LinkedIn](#) / [Twitter](#) / [Instagram](#) / [Facebook](#)

Data protection:

To read more about Viaplay Group and data protection, [click here](#)