

Viaplay Group enters multi-market device partnership with VIDAA

- Viaplay app to be pre-installed on all Hisense Smart TVs in 13 markets
- Viaplay button added to Hisense TV remote control units in Nordic region
- Hisense is world's second-largest TV brand by volume share of shipments

Viaplay Group and Hisense's fast-growing Smart TV platform VIDAA have agreed a multi-market, multi-year device partnership. The Viaplay streaming service app will be pre-installed on all Hisense Smart TVs sold in Viaplay's current direct-to-consumer markets and in North America, where Viaplay will launch in early 2023. The Viaplay app will receive premium placement in the Hisense user interface, and a dedicated Viaplay button will be added to all new Hisense TV remote control units sold in the Nordic region.

Hisense is the world's second-largest TV brand by volume share of shipments and has a global footprint. Launched in 2019, the company's VIDAA platform is today available in all Hisense markets and supports a broad range of Smart TV apps and technologies.

Philip Wågner, Viaplay Group Chief Technology & Product Officer: "Viaplay is a unique service, and we want our compelling line-up of premium Viaplay Originals, the world's best live sports and much more to be easily available on every relevant platform. Teaming up with VIDAA will expand our reach and enable even more viewers, including in our upcoming North American markets, to experience Viaplay for themselves."

Nick Ruczaj, Vice President, Content, VIDAA: "This is a very exciting opportunity for both parties as well as for streaming enthusiasts. At VIDAA, we believe in making streaming services accessible and affordable to a diverse demographic, and partnering with a leading industry player that offers a wide array of multinational content such as Viaplay is an essential part of that process."

In the Nordic and Baltic countries, Poland, the Netherlands and the UK, Viaplay is home to a unique combination of award-winning Viaplay Originals, premium third-party content and live sports. Viaplay shows Premier League football in nine countries, Formula 1 in 10 countries (from 2023) and many more of the world's most attractive sports. The service will launch in the US and Canada with a specialised offering initially focused on the best of Nordic storytelling.

NOTES TO EDITORS

Viaplay Group AB (publ) is the international entertainment provider. 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').

About VIDAA:

[VIDAA](#) is a technology and innovation company whose main product is the VIDAA Smart TV OS and Content Platform. Founded in 2019 by the Hisense Group and other investors, the company was founded with the aim of building a market leading Smart TV OS and Content Platform that placed the consumer at the center of the experience. Through the VIDAA platform, content such as movies, shows, news, and sports is made available to viewers through a user-friendly interface and a one-click-access feature.

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