

## *Viaplay Group to show FIS winter sports across the Nordics until 2030*

- Viaplay Group and the International Ski and Snowboard Federation (FIS) agree to a long-term exclusive deal
- Comprehensive coverage includes FIS Alpine Ski World Cup, FIS Cross-Country World cup and other top-tier events
- Fans across the Nordic region will have extensive access to live winter sports competitions until 2030

**Viaplay Group has secured an exclusive pan-Nordic agreement with the International Ski and Snowboard Federation (FIS), ensuring Viaplay Group remains the home of top-tier winter sports for years to come. This long-term partnership includes the FIS Alpine Ski World Cup, the FIS Cross Country World Cup, and a range of other premier winter sports events.**

The coverage will be available on Viaplay Group's platforms and channels across the Nordic region, offering fans access to these globally recognised competitions.

Peter Nørrlund, Viaplay Group EVP and Chief Sports & Business development officer: "The FIS Alpine Ski World Cup and Cross-Country World Cup are the cornerstones of winter sports, and this partnership allows us to bring fans even closer to the action. It also reinforces Viaplay Group's position as the leading destination for premium sports content while strengthening our brand and supporting long-term growth and shareholder value."

Viaplay Group continues to strengthen its sports portfolio, providing access to premium events with expert analysis and state-of-the-art coverage. These partnerships ensure fans can continue enjoy top-tier sports while attracting new audiences to world-class competitions.

In addition to FIS winter sports, Viaplay Group's premium sports portfolio includes Premier League, UEFA club competitions, Bundesliga and Danish Superliga football, Formula 1, NHL ice hockey, IHF and EHF handball, and golf majors. The deal between Viaplay Group and FIS has been handled by Infront Sports and Media.

\*\*\*\*

### **NOTES TO EDITORS**

*Viaplay Group AB (publ) is the Nordic region's leading entertainment provider. Our Viaplay streaming service is available in every Nordic country, as well as in the*

*Netherlands and Poland, and our Viaplay Select branded content concept has been added to partner platforms around the world. We also operate TV channels across most of our markets, as well as radio stations in Norway and Sweden. Our talented people come to work every day with a shared passion and clear mission to entertain millions of people with our unique offering of locally relevant storytelling, which spans premium live sports, films, series and music. Our purpose is to grow our business profitably and responsibly, and deliver sustainable value for all our stakeholders. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').*

**Contact us:**

[press@viaplaygroup.com](mailto:press@viaplaygroup.com) (or: +46 73 699 1700)

[investors@viaplaygroup.com](mailto:investors@viaplaygroup.com) (or: +46 73 699 2148)

**Follow us:**

[viaplaygroup.com](http://viaplaygroup.com) / [LinkedIn](#)

**Data protection:**

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