

Conversion of shares in Viaplay Group

According to Viaplay Group AB's (publ) ("Viaplay") articles of association, owners of Class A shares have the right to have such shares converted into Class B shares. Conversion reduces the total number of votes in the company. When such a conversion has occurred, Viaplay is obliged under the Swedish Financial Instruments Trading Act (1991:980) to disclose any such change.

During February 2025, at the request of a shareholder, 120,008 Class A shares were converted to Class B shares. The total number of votes in the company thereafter amounts to 4,582,825,996.

The total number of registered shares in the company amounts to 4,579,122,244 shares of which 411,528 are Class A shares, 4,577,821,216 are Class B shares and 889,500 are Class C shares.

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').

This information is such that Viaplay Group AB (publ) must disclose in accordance with the Swedish Financial Instruments Trading Act. The information was submitted for publication on 28 February 2025, at 10:00 CET.

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