

VIAPLAY GROUP EXTEND COVERAGE WITH RIGHTS TO ALL EFL CHAMPIONSHIP-MATCHES ACROSS THE NORDICS

Viaplay Group strengthens its position as the undisputed home of English football in the Nordics, securing all broadcast rights to the English Football League (EFL) Championship in all Nordic markets in new multi-year deal. The agreement ensures fans can watch every Championship match live, alongside Viaplay Group's extensive portfolio of Premier League, Carabao Cup, FA Cup, selected League One and League Two games, and the dramatic Play-Offs each May.

Under the new long-term rights deal, the Viaplay streaming service will continue to be the destination for the EFL Championship in every Nordic country until 2028. With the partnership Viaplay Group will offer all matches during the season, including the Play-Off Semi-Finals and the iconic Play-Off Final at Wembley Stadium – one of world football's most valuable fixtures.

The EFL Championship remains Europe's fourth most-watched division, attracting millions of loyal supporters every season. Its 24 clubs feature several historic and Nordic fan#favourite teams such as Middlesbrough, Coventry City, Ipswich Town, Hull City, Queens Park Rangers, Stoke City, Southampton, Leicester City, and Millwall. Each year, the league delivers unmatched drama as two clubs earn automatic promotion to the Premier League, while a third secures their place through the high#stakes Play-Off Final.

Peter Nørrelund, Viaplay Group EVP & Chief Sports & Business Development Officer: "The passion and drama of English football are simply unmatched. The historic clubs, the intensity of every match, and the unpredictable storylines captivate fans across the world, and certainly here in the Nordics. By securing all broadcast rights to the EFL Championship, we can continue delivering outstanding value and world#class entertainment. With the Premier League, FA Cup, Carabao Cup and now all Championship-matches firmly on our platform for years to come, Viaplay is unquestionably the home of English football in the Nordics."

Ben Wright, EFL Chief Commercial Officer: "The EFL sits proudly at the heart of English football, bringing unrivalled drama, authenticity and passion across the full breadth of our competitions. With the support of our partners, we have been able to significantly grow the League's global footprint and fanbase over recent years, and look forward to working more closely with the team at Viaplay Group to give supporters in the Nordics the opportunity to watch every twist and turn."

Matches on Viaplay will feature English commentary, with selected fixtures enhanced by local-language commentary.

With this addition to the portfolio, Viaplay Group reaffirms its position as the leading home of English football in the Nordics, offering comprehensive coverage of the Premier League, Carabao Cup, FA Cup, EFL Championship, selected League One and League Two games, and the Play-Offs.

About Viaplay Group AB (publ)

Viaplay Group 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 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 commercial radio stations in Norway and Sweden. Allente, a leading Nordic provider of TV and broadband services, is part of Viaplay Group and strengthens our position across the Nordic media landscape. 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. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

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