

ACQUISITIONS OF OWN CLASS B SHARES IN VIAPLAY GROUP

Viaplay Group AB (publ) (“Viaplay”) has, during the period 13 – 21 May 2026, acquired a total of 16,200,000 own class B shares within the scope of the repurchase programme introduced by the board of directors with the purpose of securing the delivery of class B shares to the participants of the company’s long-term incentive programme resolved upon by the Annual General Meeting 2026. The repurchase program is thereby completed and closed.

The repurchase programme, which Viaplay announced on 12 May 2026, is being implemented in accordance with the EU Market Abuse Regulation No 596/2014 (“MAR”) and the Commission Delegated Regulation No 2016/1052, *i.e.*, the so-called safe harbour-rules.

During the period 13 – 21 May 2026, class B shares in Viaplay have been acquired as set out below.

Date	Aggregated daily volume (number of class B shares)	Weighted average price per day (SEK)	Daily transaction value per day (SEK)
2026-05-13	2,700,000	1,436704	3,879,101
2026-05-15	3,000,000	1,482556	4,447,668
2026-05-18	3,500,000	1,541179	5,394,127
2026-05-19	3,000,000	1,601965	4,805,895
2026-05-20	2,000,000	1,583749	3,167,498
2026-05-21	2,000,000	1,6147	3,229,400

All acquisitions were carried out on Nasdaq Stockholm on behalf of Viaplay by DNB Carnegie Investment Bank AB which makes its trading decisions concerning the timing of the repurchases of shares independently of Viaplay. Following the above acquisitions, Viaplay’s holding of own shares amounted to 47,521,244 class B shares and 889 500 class C shares as of 21 May 2026. The total number of shares in Viaplay is 4,579,122,244.

Since 13 May 2026 up to and including 21 May, a total of 16,200,000 class B shares have been acquired within the scope of the programme. A maximum of 425,681,480 shares in total may be acquired.

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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