



MTG extends exclusive Nordic rights to world class golf

- The European Tour and The Ryder Cup to be shown live on Viaplay and Viasat for another six years
- Next Ryder Cup takes place in September 2018 in France
- Viasat Golf offers over 1,700 hours of international golf every year

MTG has secured the exclusive Nordic media rights to the European Tour package which includes the eight Rolex Series events, the World Golf Championships and, most importantly, the jewel in the crown, The Ryder Cup for the next six years. As a result, golf fans in Denmark, Finland, Norway and Sweden can continue to follow the world's leading players live on MTG's Nordic video streaming service Viaplay and pay-TV channel Viasat Golf until 2024.

The Ryder Cup, contested by two star-packed teams representing the US and Europe, is one of the most high profile and competitive tournaments in golf and engages a passionate worldwide audience. Held every two years, the next Ryder Cup takes place from 28–30 September 2018 in France with the US as defending champions.

The only dedicated golf pay-TV channel in Northern Europe, Viasat Golf offers over 1,700 hours of the very best international golf every year featuring stars such as Rory McIlroy, Henrik Stenson, Tiger Woods and Jordan Spieth.

Peter Nørrelund, MTG EVP and CEO of MTG Sport: “This is a hole in one for golf fans – three fantastic tournaments that reinforce the position of Viaplay and Viasat Golf as the premier destinations for golf in the Nordic region. It’s even more exciting to extend this long-term deal in a Ryder Cup year, and to bring our viewers every breathtaking drive and nailbiting putt live from this incredible match.”

Keith Pelley, Chief Executive of the European Tour, said: “We are delighted to announce this exciting new deal with MTG which will bring the best the European Tour has to offer to viewers in Denmark, Finland, Norway and Sweden through to 2024.

“Golf in the Nordic region is booming with Sweden’s Henrik Stenson having won The Open Championship in 2016, Denmark’s Thorbjørn Olesen and Lucas Bjerregaard having won our inaugural GolfSixes tournament for Denmark last summer and Finland’s Tapio Pulkkanen having topped the Challenge Tour Rankings at the end of last season. Add to the fact, of course, that Europe will be led into The Ryder Cup in France by the Great Dane himself, Thomas Bjørn, and you have a spectacular golfing landscape for viewers across the Nordic region to enjoy over the coming months and years.”

MTG broadcasts more than 50,000 hours of high quality live sport every year on its TV channels and streaming services, including NHL and KHL ice hockey, UEFA Champions



League, English Premier League, La Liga, Formula One, NFL American football, boxing, UFC and golf.

NOTES TO EDITORS

MTG Sport brings millions of fans closer to the sports they love. Through our TV channels and streaming services, our customers can enjoy the world's very best live sporting action – every shot, every goal, every touchdown, every putt, every punch, every lap, every time. MTG Sport is part of MTG, a leading international digital entertainment group. We are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video networks and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').

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