



## New organization within MTG Nordic Entertainment

- Combines commercial management of Viafree and Viaplay
- Establishes MTG Tech Digital
- Establishes Nordic Entertainment Operations

**MTG Nordic Entertainment has today announced a new organizational structure with clear digital co-ordination and a focus on the Nordic region. As part of the new structure, Alexander Bastin, today Vice President of Play Nordic, will take on commercial and strategic responsibilities for MTG's streaming services Viaplay and Viafree in the Nordic region as Senior Vice President and Head of Viaplay & Viafree.**

At the same time, the new unit MTG Tech Digital will take on responsibility for product development, technology and data management for Viafree and Viaplay. Kaj af Kleen is named Senior Vice President and Head of MTG Tech Digital.

Anders Jensen, EVP and CEO of MTG Nordic Entertainment: "By bringing together commercial responsibilities for Viafree and Viaplay in the same place in the organization, we can create an even more distinctive integrated digital offering in all our markets. At the same time, we are moving digital technical development up in the organization. MTG today is in many ways as much a tech company as an entertainment business, and it is therefore natural that the technical responsibility for our digital products is represented in our Nordic leadership team. I am very much looking forward to strengthening our position as a digital entertainer even further together with Alexander and Kaj, both of whom have been instrumental in the Viafree and Viaplay success stories so far."

Åsa Regen Jansson, today Head of Finance for MTG Sweden, takes on expanded responsibilities as CFO MTG Sweden & Viaplay/Viafree.

Filippa Wallestam, today Head of Operations for MTG Sweden, takes on a Nordic operational role as Senior Vice President and Head of Nordic Entertainment Operations. In her new role, Filippa will be responsible for functions including Central Marketing & Brands, B2B Partnerships, Strategy and Business Intelligence.

Anders Jensen: "Creating an even stronger Nordic operations unit, led by Filippa, will give clarity and consistency to our brands and offerings across the entire region. Our local presence is a key strength and we are now reinforcing this further with local sales and marketing resources for Viaplay too, while ensuring that we have pan-Nordic co-ordination in relevant areas."

In connection with these changes, Ira Gladnikoff, today Senior Vice President and Head



of Viaplay, has decided to take on new challenges outside MTG.

Anders Jensen: “Today, Viaplay is one of the leading streaming services in the Nordic region in terms of both functionality and content. Ira has been instrumental in the development of Viaplay into the product and success we have today. I would like to wish Ira the very best for the future and thank her for her fantastic contribution and for all her hard work at MTG and Viaplay over the years.”

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## NOTES TO EDITORS

*MTG’s Nordic Entertainment segment comprises the group’s entertainment businesses in Denmark, Finland, Norway and Sweden. These include free-TV channels, the pay-TV platform Viasat and commercial radio channels, along with the free video streaming service Viafree and the Nordic region’s leading subscription video streaming service Viaplay. MTG (Modern Times Group MTG AB (publ.)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Born in Sweden, our shares are listed on Nasdaq Stockholm (‘MTGA’ and ‘MTGB’).*

### Biographies:

#### **Alexander Bastin, Senior Vice President and Head of Viaplay & Viafree**

Alexander joined MTG as a Management Trainee in 2013, and has since held positions as Head of Digital Trading and VP Play Nordics. Prior to joining MTG, Alexander worked in TV production and development in various positions within Endemol Shine and Zodiak Media. Alexander holds a BSc in Business and Economics from Uppsala University.

#### **Filippa Wallestam, Senior Vice President and Head of Nordic Entertainment Operations**

Filippa joined MTG in June 2014 as Head of Business Strategy for free-TV and radio in Scandinavia and took on the role of SVP of Operations for MTG Sweden at the beginning of 2017. Before joining MTG, Filippa worked for Boston Consulting Group in London and New York and for Daily Mail General Trust (who owns the global news site Mail Online). Filippa holds a MSc in Economics and Business Administration from Stockholm School of Economics.

#### **Kaj af Kleen, Senior Vice President and Head of MTG Tech Digital**

Kaj af Kleen joined MTG in November 2007 as a Management Trainee and has since served as Product Manager, Head of Product Development and CTO for Viaplay and Viafree. Kaj holds a MSc from Luleå University of Technology and is currently pursuing a part time executive MBA at the University of Oxford.

#### **Åsa Regen Jansson, CFO MTG Sverige & Viaplay/Viafree**

Åsa joined MTG 2002 and took on the position as CFO MTG Sweden in September 2016. She has held various Finance and Business Controller positions within MTG’s



production and broadcasting businesses. Before MTG, Åsa came from a Controller position at Ericsson. Åsa holds a MSc in Business Administration from the University of Stockholm.

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