

NENT Group and Tele2 expand distribution agreement in Sweden

- NENT Group's Viasat premium pay-TV channels available for first time to 350,000 Boxer customers in Sweden
- NENT Group's TV channels TV3 and TV8 to reach an additional 300,000 Com Hem customers

Nordic Entertainment Group (NENT Group) has expanded its distribution agreement with Tele2 in Sweden. For the first time, NENT Group's Viasat premium pay-TV channels will be available to customers of Tele2's Boxer brand, while NENT Group's TV3 and TV8 channels will be included in more of the basic TV packages offered by Tele2's Com Hem brand.

From September 2019, Tele2's Boxer customers can add NENT Group's Viasat premium pay-TV channels to their subscriptions, which means that Viasat channels will be available on every major Swedish pay-TV platform. Boxer currently has approximately 350,000 customers in Sweden.

Tele2 will continue to offer Viasat channels as an add-on subscription to customers of its other brands, while NENT Group's Viaplay streaming service will continue to be available to all Tele2 customers in Sweden as an add-on subscription.

In addition, Tele2 will continue to distribute NENT Group's TV channels to its customers in Sweden as before. From 1 July 2019, TV3 and TV8 will be included in the basic TV package available via Com Hem's Stockholm network, which is operated by Tele2 Sweden. As a result, TV3 and TV8 will reach an additional 300,000 viewers in Sweden.

The expanded partnership with Tele2 reflects NENT Group's strategic focus on distribution deals that broaden the reach of its TV channels and streaming services across the Nordic region. Earlier this year, NENT Group extended its distribution agreements with [YouSee](#), [Stofa](#) and [Boxer](#) in Denmark.

Kim Poder, NENT Group Chief Commercial Officer: "Our expanded agreement with Tele2 confirms the relevance of NENT Group's content and the unique value it brings to our partners. Every year, we offer 50,000 hours of live sport, the very best international films and series, kids' content and no fewer than 20 fantastic originals, along with popular local non-scripted content. This multi-year deal means that more viewers than ever before can experience the content and stories that make us the Nordic region's leading entertainment provider."

Jessica Andersson, Head of TV Product, Tele2: “We always aim to offer good and relevant content to more customers, so it’s great that NENT Group’s channels can reach more people in Sweden through our partnership.”

Michael Bärlin, NENT Group Sweden Vice President of Partnerships and Business Development: “This agreement is historic – it gives Boxer customers access to Viasat channels for the first time and means that these channels will now be available on every major Swedish pay-TV platform. The addition of TV3 and TV8 to Com Hem’s basic package for an additional 300,000 viewers is equally great news since it shows the popularity of our channels with our partners’ customers.”

NENT Group has distribution partnerships with operators and service providers such as [YouSee](#), [Stofa](#), [Boxer](#), Waoow and Telenor in Denmark; Telenor, RiksTV, Get, Canal Digital and NextGenTel in Norway; Bahnhof, A3, Universal Telecom, Mediatechnik, Canal Digital, Sappa, Telia, Telenor, Kalejdo, Serverado, Connect TV and Ownit in Sweden; and Elisa, Telia and [DNA](#) in Finland.

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region’s leading entertainment provider. We entertain millions of people every day with our streaming services, TV channels and radio stations, and our production companies create content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is listed on Nasdaq Stockholm (‘NENT A’ and ‘NENT B’).

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