

NENT Group extends Nordic distribution agreement with Telenor

- Viaplay available to customers of Telenor's fixed line and satellite TV platforms in the Nordic region
- Telenor continues to distribute NENT Group's premium and free TV channels
- Partnership reflects NENT Group's unique content offering and strategic focus on long-term distribution deals

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, and Telenor have extended their long-term distribution agreement. The agreement spans Telenor's fixed line and satellite TV offerings, and sees NENT Group's Viaplay streaming service, free TV channels and Viasat pay TV channels offered to Telenor customers.

The fixed line (cable and IPTV) agreement covers Sweden and Norway and includes NENT Group's TV3, TV6, TV8, TV10 and TV3 Sport channels in Sweden; and TV3, TV6 and Viasat 4 channels in Norway. NENT Group's premium Viasat sports and film packages, along with the Viasat Golf channel, will be available to Telenor's fixed line subscribers in both countries.

The satellite agreement covers Sweden, Norway, Denmark and Finland and includes NENT Group's TV3, TV6, TV8, TV10 and TV3 Sport channels in Sweden; TV3, TV6 and Viasat 4 channels in Norway; and TV3, TV3 PULS, TV3+, TV3 MAX and TV3 SPORT channels in Denmark. NENT Group's premium Viasat sports and film packages will be available to Telenor's Canal Digital subscribers in all four countries.

Telenor has over 1.7 million TV customers across the Nordic region.

Kim Poder, NENT Group Chief Commercial Officer: "We want Viaplay and our TV channels to be available in as many homes as possible. Telenor customers across the Nordic region will now be able to add Viaplay to their TV subscription, and this will increase our reach even further. NENT Group's partnerships show the attraction of our unique content offering of originals, international films and series, kids content and live sports. It is particularly exciting that Telenor's customers will be able to enjoy our coverage of the massively popular FIS skiing events from 2021 onwards."

The extended partnership with Telenor reflects NENT Group's strategic focus on long-term distribution deals that ensure the broad availability of its streaming services and TV channels across the Nordic region. In addition to this extended agreement with Telenor, NENT Group has long-term distribution partnerships with [Boxer](#), [Stofa](#), Waoos and [YouSee](#) in Denmark; Altibox, Get, NextGenTel and [RiksTV](#) in Norway; A3, Bahnhof, Connect TV,

Kalejdo, Mediateknik, Ownit, Sappa, Serverado, [Tele2](#), [Telia](#) and Universal Telecom in Sweden; and [DNA](#), Elisa and Telia 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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