

Roberta Alenius appointed SVP and Head of Corporate Communications

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has appointed Roberta Alenius as SVP and Head of Corporate Communications with effect from 1 September. Roberta will lead NENT Group's public relations and internal communications activities across all platforms and will report to Anders Jensen, NENT Group President and CEO.

Roberta was previously Head of Communications Sweden at Telia and held various communications positions over eight years for Sweden's Prime Minister, including Head of Press and Spokeswoman for the Government. Roberta has also held the position of Head of External Communications for Nordea Group.

In her new position, Roberta will be a member of NENT Group's extended Group Executive Management team and will be based in Stockholm.

Anders Jensen, NENT Group President and CEO: "Our success is built on securing the best talents in every part of the company. Roberta has an outstanding track record of delivering impactful and creative communications at the highest level. Her ability, experience and leadership will be invaluable in accelerating NENT Group's global positioning as a leading streaming company."

Roberta Alenius, incoming NENT Group SVP and Head of Corporate Communications: "I truly look forward to joining NENT Group. Streaming is reshaping the future of global entertainment and NENT Group is a company in the forefront of this industry. I hope to tell NENT Group's unique story across all markets. I fully share NENT Group's values of Bravery, Equality, Appreciation and Trust and I am happy to join Anders Jensen and the team."

NENT Group's investor relations, sustainability and public affairs teams report to Matthew Hooper, NENT Group EVP and Chief Corporate Affairs Officer, who also leads the Group's legal, compliance and regulatory teams, and will now play an even more active role in NENT Group's international expansion plans.

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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