

# NENT Group and Viaplay acquires top football in the Baltic region

- NENT Group has secured the rights to all English Cup football and the English Championship in the Baltics
- South American national team football including all matches with Brazil and Argentina
- Viaplay to launch in Baltic countries on 9 March 2021 at EUR 9.99 per month

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has secured a comprehensive package of international top football for its Viaplay streaming service in the Baltic countries including the exclusive rights to the English FA Cup until 2024. NENT Group will launch Viaplay in the Baltics on 9 March 2021 as the next step in its ambitious global expansion.**

NENT Group's acquisition of the English Cup-tournaments and South American National Team football follows the recent announcement of Exclusive rights to UEFA Champions League, UEFA Europa League and UEFA Conference League.

Anders Jensen, NENT Group President and CEO: "We are looking forward to launch Viaplay on 9 March and we want to have the strongest sports offer across the Baltic countries. This acquisition of English Cup-football and South American national team football together with our previous announcements of Bundesliga and all European club football gives our viewers a lot of sports. We are looking forward to getting Viaplay launched and continue to strengthen our sports offering."

Soon after Viaplay's launch in March, top class football will be played when the best teams in England battle in the quarter finals of this season's edition of the FA Cup – the world's most prestigious Cup-tournament. Pep Guardiola and Manchester City are still in the FA Cup and the hunt for a treble for Kevin de Bruyne, Sergio Aguero and Raheem Sterling continues April 25, when Guardiola faces Jose Mourinho and Tottenham in the Carabao Cup Final, which is played at Wembley and shown on Viaplay.

In addition to the Cup tournaments Viaplay will also show English Championship football and the most valuable games in football: The Play Off-games, which decides the team to be promoted to Premier League. Viaplay can also offer the best South American football, when the Qualification matches to World Cup 2022 will decide which South American teams will be present at the World Cup. NENT Group has also acquired all friendlies with Argentina and Brazil ensuring football fans in the Baltics can follow the action every time Messi or Neymar puts on their national team jerseys.

Viaplay will launch in the Baltic countries with a single package (including sports) priced at EUR 9.99 per month. NENT Group has already secured the exclusive Baltic rights to Formula

1 motorsport, NHL ice hockey, UEFA Champions League, UEFA Europa League, UEFA Conference League and Bundesliga football.

Last year, NENT Group extended its exclusive rights to show the UEFA Champions League in Denmark and acquired the Swedish, Norwegian and Finnish rights to the UEFA Europa League and UEFA Europa Conference League until 2024. NENT Group is the only broadcaster in the world to have shown every UEFA Champions League season since the competition launched in 1992.

Every year, the company shows more than 50,000 hours of the world's best live sporting action on its streaming services and TV channels.

In the Nordic region, NENT Group holds the rights to the Premier League (SE/NO/DK/FI), IIHF Ice Hockey World Championship (SE/NO/DK/FI/IS) and the Swedish men's football team qualifiers (SE) to 2028; NHL (SE/NO/DK/FI/IS) and FIS winter sports (SE/NO/DK/FI) to 2026; Bundesliga (SE/NO/DK/FI/IS) to 2025; and UEFA Europa League (SE/NO/FI/IS), UEFA Champions League (DK/IS) and Formula 1 (SE/NO/DK/FI/IS) to 2024. The company's portfolio also includes IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

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## NOTES TO EDITORS

*Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region's leading streaming company and our vision is to become the European streaming champion. Our Viaplay streaming service is available in every Nordic country and will launch in Estonia, Latvia, Lithuania, Poland and the US in 2021, followed by five additional markets by 2023. We operate streaming services, TV channels, radio stations and production companies, and our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').*

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