

NENT Group to show UEFA Club competitions on Viaplay in Poland

- Viaplay will be the exclusive home for UEFA Europa League and UEFA Conference League in Poland from 2021 to 2024
- NENT Group adds the two European Club competitions to the already secured exclusive rights to the German Bundesliga.
- NENT Group launches Viaplay in Poland in August 2021

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has acquired the exclusive rights to UEFA Europa League and the new UEFA Conference League in Poland from the beginning of the 2021/22-season until the end of the 2023/24-season. This deal means that NENT Group now have the rights to the two European club competitions in seven markets: Sweden, Norway, Finland, Iceland, Estonia, Latvia, Lithuania and Poland.

The UEFA Europa League and UEFA Europa Conference League feature 282 games and 64 teams competing across group stages and knock out phases, over a total of 15 match weeks. For Poland in particular the new UEFA Conference League is of local interest as there will be three Polish teams, which can qualify for the group stage.

NENT Group has already secured the exclusive rights to show German Bundesliga and Bundesliga 2 football in Poland in a four-year deal that runs until the 2024-25 season.

Anders Jensen, NENT Group President and CEO: "We have a clear ambition to make Viaplay the leading provider of Sports and Entertainment in Poland. We will build that position and our sports portfolio step by step. After having announced our exclusive partnership with Bundesliga, I am thrilled to now announce two European Club football tournaments with high local relevance for the Polish fans. We have been a partner to UEFA for many years and I am very much looking forward to extend that partnership to Poland as well"

Guy-Laurent Epstein, UEFA Marketing Director, said: "UEFA is delighted to expand its long-standing partnership with NENT into the Polish market for the distribution of the UEFA Europa League and the newly created UEFA Europa Conference League. We look forward to continue working closely together as NENT extends its wealth of broadcasting expertise and innovative coverage to a new market."

Every year, NENT Group shows more than 50,000 hours of the world's best live sports 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), UEFA Champions League (DK) 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.

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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