



MTG home to NFL in Nordics until 2022

- MTG signs five year extension to NFL media rights in the Nordic region
- MTG becomes the Nordic distributor of NFL Network 24/7 channel

MTG and the National Football League (NFL) have signed a new five year deal, which ensures that Nordic fans will continue to enjoy one of the world's biggest and most popular sports franchises until Super Bowl LVI in 2022.

A full slate of NFL regular season games, play-offs and the Super Bowl will continue to be available on MTG's TV channels and Viaplay video streaming service in Sweden, Denmark, Norway and Finland for the next five years.

MTG is now also NFL's Nordic media partner for the NFL Network channel, which will be made available to NFL fans across the Nordics. NFL Network is already available in more than 70 million households in the US, and gives fans year-round inside access to the entire NFL calendar, from the NFL Scouting Combine and NFL Draft, to training camps and pre-season, the regular season, play-offs and Pro Bowl, and all the way through to the Super Bowl.

Jørgen Madsen Lindemann, MTG President and CEO: "The NFL is a hugely popular and successful franchise, with a loyal and passionate fan base across the Nordics. The Super Bowl is one of the top sporting events globally and attracts ever higher audiences. Not only is it therefore great to bring our customers continued coverage of this exciting league, but also to now add the new dedicated channel with even more programming. We look forward to many more years working together."

Michael Markovich, NFL VP of International Media & Business Development: "MTG is not only a great broadcasting partner for the NFL in the Nordics, but a progressive and model partner globally. NFL fans in the Nordics are digitally savvy and well connected, so naturally will look to access our content across multiple devices, and between MTG's broad range of platforms, including traditional TV, satellite and video streaming services, and NFL's Game Pass offering, we are ensuring Nordic fans can get closer to the NFL than ever before."

Peter Nørrelund, MTG EVP & CEO of MTG Sport: "We give our viewers the very best sports content – and NFL is one of the hottest properties internationally, with regular season games now also taking place in London. This new contract enables us to offer both live games and behind the scenes programming through NFL Network, which will drive even more interest in the sport in the Nordic region."

MTG broadcasts more than 30,000 hours of high quality live sport every year on its TV channels and streaming services, including NHL and KHL ice hockey, UEFA Champions League, English Premier League, Formula One, NFL American football, boxing, UFC and golf.

Any questions?

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