



MTG original TV production gets US network deal

- 'Swedish Dicks' picked up by U.S. network Pop TV
- First U.S. distribution deal for an MTG produced TV series

'Swedish Dicks', the first Nordic TV title to be distributed worldwide by global content leader Lionsgate, will be shown on U.S. network Pop TV that reaches over 80 million households. The deal includes both the first and upcoming second seasons of the record-breaking show. The second season begins filming in Los Angeles in summer 2017.

The premiere of the 10-episode first season of 'Swedish Dicks' on MTG's Nordic video streaming service Viaplay in September 2016 set a new Viaplay viewing record, and TBI Vision/Parrot Analytics named 'Swedish Dicks' [the most in-demand digital original in Sweden](#) last year.

Jørgen Madsen Lindemann, MTG President and CEO: "This is the first time that we have produced a show, aired it on our own services in the Nordics, signed a global distribution deal, and then had a major U.S. network deal ensure that it reaches millions of U.S. households. It just goes to show what is possible with relevant entertaining storytelling and a great cast. We have a whole pipeline of new original shows either in development, being shot or in editing, so we look forward to even more success stories in the future."

The comedy drama series 'Swedish Dicks' is produced by Viking Brothers Entertainment and Brain Academy (part of MTG-owned nice entertainment group) and stars Peter Stormare ('American Gods', 'The Blacklist', ' Fargo', 'John Wick: Chapter 2') and Swedish stand-up comedian Johan Glans. Action superstar Keanu Reeves ('The Matrix', 'John Wick') also appears as a recurring special guest star.

Brad Schwartz, President of Pop: "Pop has broken through with clever, character-driven scripted comedies featuring acclaimed talent in front of, and behind, the camera. Now, fresh off their blockbuster work together in Lionsgate's 'John Wick: Chapter 2', we get to bring the amazing Peter Stormare and Keanu Reeves to television in this quirky procedural comedy about the best failed detectives Los Angeles has ever seen."

Jim Packer, Lionsgate President of Worldwide Television & Digital Distribution: "From the moment I first saw the show, I knew we'd find a great U.S. home for 'Swedish Dicks'. Its blend of humour, drama and an A-list cast is premium storytelling at its best. Peter Stormare came up with the hilarious original idea, and the guest appearances by Keanu Reeves are the icing on the cake."

Jakob Mejlhede, MTG EVP and Head of Programming and Content Development: "The deal with Pop TV is a fantastic recognition of the whole team behind 'Swedish Dicks'. This was our very first Viaplay original – so just imagine what's coming next. MTG is on a journey to become the Nordic region's leading producer of original content, and



today we have over 50 amazing projects in the pipeline that will create unique experiences for our viewers.”

The next original from MTG is gritty drama series [‘Veni Vidi Vici’](#), one of 12 official selections at this year’s MIPDrama Screenings, which will premiere exclusively on Viaplay on 13 April. The other previously announced MTG original productions are [‘ALEX’](#); [‘The Lawyer’](#); [‘Embassy Down’](#); ‘Hassel’; and ‘SuperSwede’.

Questions?

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About Pop TV

Fans don’t sit at the outskirts of pop culture making snarky comments, they live right smack in the middle of it, sharing, creating, and connecting their passions with others. At Pop, fans finally have a destination that celebrates the fun of being a fan. Fans aren’t even fans anymore – they’re Gladiators, Tributes, Human Beings and Blockheads. Pop gives fans a dedicated channel that loves being a fan as much as they do. A channel that respects talent over celebrity. A channel filled with optimism, passion, funny and excitement. A channel that understands the fun doesn’t stop when the credits roll...it’s really just the beginning.

Pop is a joint venture of CBS Corporation (NYSE: CBS.A and CBS) and Lionsgate (NYSE: LGF). The partnership combines CBS’s programming, production and marketing assets with Lionsgate’s resources in motion pictures, television and digitally delivered content. Pop’s ownership structure is comprised of the company with the #1 broadcast network and many of the top first-run syndication series (“Entertainment Tonight,” “The Insider”) and the studio that produces and distributes the blockbuster “Hunger Games,” “Twilight” and “Divergent” franchises and produces such award-winning TV series as “Mad Men” and “Orange is the New Black.”

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