



New Financial Reporting Structure

MTG today announced that it will change its financial reporting structure with effect from the first quarter of 2016. This follows the changes to MTG's management and operating structure during the Group's strategic transformation from a traditional broadcaster into a digital entertainment company.

The new financial reporting structure will be divided into four segments: Nordic Entertainment; International Entertainment; Studios and MTGx Ventures.

Full year comparative figures have been made available from 2013, with quarterly numbers for 2014 and 2015, on MTG's home page (<https://www.mtg.com/our-performance/quarterly-results/>).

“The transformation of the Group is all about driving and shaping the fast moving changes in consumer behaviour and the video entertainment industry. This disclosure structure reflects the way in which our business is now organised and managed, as well as the way in which we expect the business to develop. We have common revenue streams and cost bases in each of these segments, and the new structure allows us to better share investments such as content and technology across multiple platforms.”

Jørgen Madsen Lindemann, MTG President & CEO

Any questions?

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MTG (Modern Times Group MTG AB (publ.)) is a leading international entertainment group. Our shares are listed on Nasdaq OMX Stockholm ('MTGA' and 'MTGB'). The information in this announcement is that which MTG is required to disclose according to the Securities Market Act and/or the Financial Instruments Trading Act, and was released at 08:00 CET on March 17th 2016.