

Issue and repurchase of class C shares for incentive programmes

Viaplay Group AB (publ) ("Viaplay Group") today announces that the Board of Directors has resolved to issue and repurchase 680,000 class C shares to secure delivery of shares under Viaplay Group's incentive programmes, in accordance with the resolutions of the Annual General Meeting held on 18 May 2022.

Nordea Bank Abp, filial i Sverige will subscribe for all 680,000 class C shares at a subscription price of SEK 2, equal to the quota value of the shares. All issued class C shares will thereafter be repurchased by Viaplay Group for the same price of SEK 2 per share.

The purpose of the share issue and the repurchase is to enable the future delivery of class B shares to participants in Viaplay Group's incentive programmes adopted by the Annual General Meetings held in 2021 and 2022. The class C shares will be converted into class B shares prior to delivery to qualifying participants. The class C shares do not carry rights to dividends.

Viaplay Group previously held 6,782 class B shares and 209,500 class C shares. Following the repurchase of the 680,000 newly issued class C shares, Viaplay Group will hold 6,782 class B shares and all 889,500 class C shares in the company.

NOTES TO EDITORS

Viaplay Group AB (publ) is the international entertainment provider. Our Viaplay streaming service is available direct-to-consumer in every Nordic and Baltic country, Poland, the Netherlands, the UK, the US and Canada. Every day, millions of customers enjoy our unique entertainment offering, including acclaimed Viaplay Series, Films and more, and an unrivalled line-up of premium live sports. In addition, our innovative Viaplay Select branded content concept makes Viaplay's compelling storytelling available to partners around the world. From streaming to TV channels, radio stations and production companies, our purpose is to tell stories, touch lives and expand worlds. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

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Contact us:

press@viaplaygroup.com (or: +46 73 699 1700)

investors@viaplaygroup.com (or: +44 7768 440 414)

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