

Tele2 AB  
P.O.Box 62  
SE 164 94  
Kista, Sweden  
Telephone +46 8 562 000 60  
[www.tele2.com](http://www.tele2.com)

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PRESS RELEASE

## Tele2 is renewing and upgrading its TV and Streaming services in a new partnership with NENT

**Tele2 and NENT have entered a strategic distribution partnership which will provide Tele2's pay-TV customers access to a wide selection of Viaplay channels and streaming services as part of their pay-TV subscription. Later this year, the partnership will be expanded and Viaplay will be directly available through Tele2 Play, which gives Tele2's customers access to Viaplay's entire range of movies and series, including over 150 exclusive Viaplay Originals. Tele2's Premium customers will also get access to Viaplay Total, which includes Premier League, NHL hockey and Formula 1 racing.**

Tele2 and NENT have entered a distribution partnership which means that all pay-TV packages and Tele2's streaming offering will be expanded with more content from Viaplay. Tele2's pay-TV customers will have access to even more channels from Viaplay depending on their subscription on their tv, tablet or mobile phone. In the next stage, films, series and sports from Viaplay will be added to Tele2's streaming platform Tele2 Play and complement both Tele2's own content but also streaming packages from other content providers which is already included.

- We are happy to join forces with one of the strongest content provider on the Swedish market. This partnership benefits both parties and we can offer our customers even more premium content in one place without them having to obtain more services or subscriptions. Our new entertainment offering is based on our customer's demand for simplicity and mobility and I am confident that they will enjoy the ability to access both linear and on-demand content from Viaplay in a more simple and accessible way, says Kjell Johnsen, President and CEO of Tele2
- Tele2 is a long-standing key partner and we are very pleased to announce this innovative partnership. We want Viaplay to be as broadly available as possible, and our agreement makes it even easier for Tele2's customers to enjoy our service. The timing is ideal – this year, we will premiere more than 70 Viaplay Originals and the hottest Hollywood blockbusters, and become the new home for both the top league in women's football, Damallsvenskan, and the men's national team football. We will continue to build Viaplay Vinter and of course continue with Premier League, Formula 1, NHL and much more. We look forward to working closely with Tele2 to bring Viaplay's premium offering to viewers across Sweden., President and CEO of Nordic Entertainment Group

In January Tele2 launched a new streaming package with linear channels and re-named the streaming service to Tele2 Play+. Today, Tele2 is updating its channel packages to Standard, Flexible and Premium and at the same time Tele2 Play + will be included in all TV packages. In addition, content from Viaplay



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www.tele2.se

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and several "V-channels" will be added, depending on the package. Tele2's customers with subscription "Standard" will get access to Viaplay movies and series package. "Flexible" subscribers will also get access the live sports events such as FIS Skiing and UEFA Europa League as part of their package. "Premium" customers will get access to Viaplay Total which includes Premier League, NHL hockey and Formula 1. This will be accessible through the Viaplay app and later integrated into the Tele2 Play app.

*Standard*

21 HD Channels  
2 V-channels  
11 channels  
Tele2 Play +  
Viaplay Movies & Series  
Price: SEK 299/month

*Flexible*

21 HD channels  
8 optional channels from TV Premium  
4 V channels  
Tele2 Play +  
Viaplay Medium  
Price: SEK 399/month

*Premium*

70 HD channels  
All V-channels  
Tele2 Play +  
Viaplay Total  
Price: SEK 699/month

**For more information, please contact:**

Fredrik Hallstan, Head of PR, Tele2, +46 761 15 38 30 / [fredrik.hallstan@tele2.com](mailto:fredrik.hallstan@tele2.com)  
Patrik Johannesson, Interim Head of Investor Relations, Tele2, Phone: +46 73-966 83 84

Nicholas Smith, Senior Communications Manager, NENT: +46 73 699 1700)/ [press@nentgroup.com](mailto:press@nentgroup.com)

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*Tele2's vision is to be the smartest telco in the world, enabling a society of unlimited possibilities. Ever since Tele2 was founded in 1993, we have continued to challenge prevailing norms and dusty monopolies. Today our networks enable mobile and fixed connectivity, telephony, data network services, TV, streaming and global IoT solutions for millions of customers. We drive growth through customer satisfaction and smart combined offerings. Tele2 has been listed on Nasdaq Stockholm since 1996. In 2021, Tele2 generated revenue of SEK 27 billion and reported an*



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*underlying EBITDAaL of SEK 10 billion. For latest news and definitions of measures, please see our homepage [www.tele2.com](http://www.tele2.com)*

