

VIAPLAY GROUP'S BOARD OF DIRECTORS HAS RESOLVED ON REPURCHASES OF OWN CLASS B SHARES

Today on 12 May 2026, the Board of Directors of Viaplay Group AB (publ) ("Viaplay") has, based on the authorisation from the Annual General Meeting 2026, resolved that the company shall repurchase own class B shares to secure the delivery of class B shares to the participants of the company's long term incentive programme 2026 resolved upon by the same Annual General Meeting ("LTIP 2026").

The Annual General Meeting 2026, held today on 12 May 2026, resolved upon LTIP 2026 in which the participants are awarded performance share awards. The performance share awards entitle the participants to receive class B shares after a three-year vesting period, subject to meeting certain conditions. To secure the delivery of class B shares to the participants of LTIP 2026, the Board of Directors has, today on 12 May 2026, resolved that the company shall acquire own class B shares, based on the authorisation from the Annual General Meeting.

The repurchase programme will be implemented in accordance with the EU Market Abuse Regulation No 596/2014 ("**MAR**") and the Commission Delegated Regulation No 2016/1052, *i.e.*, the so-called safe harbour rules. Acquisitions of shares will be made by DNB Carnegie Investment Bank AB (publ), which will make its trading decisions concerning the timing of the repurchases of shares independently of Viaplay.

Terms and conditions for the acquisitions of own class B shares

According to the Board of Directors' resolution, any acquisition of own class B shares shall be made on Nasdaq Stockholm or another regulated market, in accordance with Nasdaq Stockholm's Rule Book for Issuers, or otherwise applicable rules, and the following terms and conditions:

- Acquisitions may be made on one or more occasions before the Annual General Meeting 2027.
- Acquisitions of own class B shares may be made for a maximum amount of SEK 25 million.
- Acquisitions may not be made at a price lower than the lowest price at which an independent acquisition can be made.

Total number of shares in the company and the company's holding of own shares

In accordance with the authorisation from the Annual General Meeting 2026, a maximum number of own class B shares may be acquired so that the company's holding of own shares at any given time does not exceed 10 per cent of all shares in the company. As of today, the total number of shares in the company is 4,579,122,244 shares. The company currently holds 31,341,244 class B shares and 889,500 class C shares in treasury, which means that a maximum amount of 425,681,480 shares may be repurchased under the authorisation.

About Viaplay Group AB (publ)

Viaplay Group is the Nordic region's leading entertainment provider. Our Viaplay streaming service is available in every Nordic country, as well as in the Netherlands and our Viaplay Select branded content concept has been added to partner platforms around the world. We also operate TV channels across most of our markets, as well as commercial radio stations in Norway and Sweden. Allente, a leading Nordic provider of TV and broadband services, is part of Viaplay Group and strengthens our position across the Nordic media landscape. Our talented people come to work every day with a shared passion and clear mission to entertain millions of people with our unique offering of locally relevant storytelling, which spans premium live sports, films, series and music. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

Contact us:

press@viaplaygroup.com

investors@viaplaygroup.com

Follow us:

viaplaygroup.com / [LinkedIn](#)

Data protection:

To read more about Viaplay Group and data protection, [click here](#)

This information is information that Viaplay Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-05-12 17:10 CEST.

Image Attachments

[Viaplay Group image](#)