

VIAPLAY GROUP 2026 ANNUAL GENERAL MEETING

Viaplay Group AB (publ) (“Viaplay Group”) held its Annual General Meeting (“AGM”) today.

The AGM resolved to re-elect Simon Duffy, Andrea Gisle Joosen, Erik Forsberg, Katarina Bonde, Maxime Saada, Anna Bäck, Didier Stoessel, and Annica Witschard as board members as well as to elect Edyta Sadowska as new board member until the end of the next AGM. Furthermore, the AGM resolved to re-elect Simon Duffy as Chair of the Board of Directors.

The AGM adopted the Income Statement and the Balance Sheet, along with the consolidated Income Statement and the consolidated Balance Sheet. Furthermore, the AGM resolved that Viaplay Group’s unappropriated earnings shall be carried forward.

The AGM resolved to discharge the members of the Board of Directors and the CEO from liability for the 2025 financial year.

The AGM resolved to implement a long-term incentive plan 2026 (“**LTIP 2026**”) for 21 key employees of the company. The program is conditional on the participant meeting a share ownership target at the end of the three-year vesting period. After a three-year vesting period, participants will receive a set amount of class B shares in the company, provided that a performance condition of a total shareholder return of at least 40 per cent has been met. The amount of class B shares that may be allotted to the participants accordingly is limited to 18,968,133. To secure delivery of shares under the program, the AGM further resolved to authorise the Board to resolve on repurchases of own class B shares and to transfer own class B shares to the participants. A full description of the LTIP 2026 is available on Viaplay Group’s website.

The AGM also resolved to:

- re-elect KPMG AB as Auditor until the end of the next AGM;
- approve the proposed remuneration for the members of the Board of Directors and the Auditor until the end of the next AGM;
- adopt the procedure for the Nomination Committee to be applied until the next AGM;
- approve the remuneration report for 2025; and
- adopt the updated guidelines for remuneration to senior executives.

The complete documentation related to the AGM resolutions can be found on Viaplay Group’s website (www.viaplaygroup.com/general-meetings).

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](#)

Image Attachments

[Viaplay Group årsstämma 2026](#)