

Viaplay Group's Nomination Committee presents proposals for the Board of Directors

Ahead of Viaplay Group AB (publ) ("Viaplay Group") Annual General Meeting on Tuesday 12 May 2026, Viaplay Group's Nomination Committee has proposed the re-election of **Andrea Gisle Joosen, Erik Forsberg, Katarina Bonde, Maxime Saada, Anna Bäck, Didier Stoessel, and Annica Witschard** as members of the Board of Directors, new election of **Edyta Sadowska** as board member and the re-election of **Simon Duffy** as Chair of the Board of Directors.

Andrea Gisle Joosen is a member of the Board of Directors of evoke Holdings plc, Stadium, Logent, Grafton plc, Atlantic Grupa and Zühlke Group. She is also chairing the nomination committee of the Swedish Trade Federation. Andrea was previously CEO of the Swedish operations of Boxer TV and Managing Director of the Nordic operations of Panasonic, Chantelle and 20th Century Fox Home Entertainment, and has held senior management positions with Procter & Gamble, Johnson & Johnson and Mars. Andrea holds an MSc in International Marketing from Copenhagen Business School.

Erik Forsberg is Chair of the Board of Collectia Group (Care Bidco Aps DK) and Satellite Group (Satellite Midco AB) as well as member of the Board of Directors of Stillfront Group (publ), Enento Group (publ), Serafim Finans and Deltalite. He was previously CFO of Intrum AB and Cision AB as well as Business Area CFO, Group Treasurer and Business Controller of EF Education. Erik holds an MSc in Business and Administration from Stockholm School of Economics.

Katarina Bonde is Chair of the Board of Stillfront Group (publ) and Mentimeter as well as a member of the Board of Directors of Mycronic (publ), AB Trav and Galopp and Checkproof AB. She has previously had board roles at public and private companies such as Zimpler, Opus Group, ACQ Bure, AP6 (Sixth Swedish National Pension Fund) as well as CEO of UniSite Software, Managing Director of Captura International, EVP, Sales and Marketing at Captura Software (acquired by SAP) and Sales Director at Dun & Bradstreet. Katarina holds an MSc in Applied Physics and Mathematics from the Royal Institute of Technology in Stockholm.

Maxime Saada is Chairman of the Management Board of CANAL+ Group, Dailymotion, Chairman of STUDIOCANAL, Chairman of L'Olympia and Vice-President of the Lagardère Group. He is currently CEO of CANAL+ Group. His previous positions at CANAL+ Group include EVP Strategy, Marketing Director, Head of CANALSAT, Commercial Director, EVP in charge of Distribution, and EVP in charge of pay-TV. He was also previously a member of Vivendi's Management Board. Maxime is a graduate of the Institut d'Études Politiques de Paris (Sciences Po) and holds an MBA from HEC.

Anna Bäck is Chair of the Board of Directors of Precis Digital, Getswish and Tradera as well as a member of the Board of Directors of Nordnet Bank, Permobil, the Swedish Biathlon Association and Systembolaget. Anna was previously CEO of Kivra and Associate Partner at McKinsey & Company. Anna holds an executive MBA from Stockholm School of Economics, and an MSc in Industrial Engineering and Management from Linköping University.

Didier Stoessel holds various company board positions within the PPF Group portfolio, such as Inpost. He is currently Co-CEO of PPF Group. He was previously CEO of Nova Broadcasting Group and Apace Media (publ), Global CEO of Corporate Finance at HSBC Investment Bank and Director of Investment Banking at Merrill Lynch International. He holds an MSc in engineering from ENSTA in Paris, an MBA from INSEAD and a Master's degree in European Affairs from École Nationale d'Administration.

Annica Witschard is a member of the Board of Directors of Sampo plc. Annica is currently Head of Servicing at Intrum Group. She has previously been CEO, Home Credit Vietnam and Home Credit Philippines, and CEO, Nordics for GE Money Bank. Home Credit Group is PPF Group's consumer finance division. Annica holds an MSc in Business and Economics from Linköping University.

Edyta Sadowska is Chairwoman of the Management Board of CANAL+ Polska and the Supervisory Board of Kino Świat as well as Board member of the Polish Confederation Lewiatan and the supervisory board of Kino Polska SA / SPI Group. She is currently CEO of CANAL+ Polska. She was previously VP of Programming for CANAL+ Polska, CEO and group board member of Ringier Axel Springer Polska, and prior to that, CFO of Ringier Axel Springer Polska. Edyta holds an Executive MBA from WUT Business School and MSc in Engineering from Warsaw University of Technology.

Simon Duffy is a Non-Executive Chairman of Modern Times Group MTG AB and YouView TV Ltd. Simon was Executive Chairman of Tradus plc until the company's sale in March 2008. Simon was also Executive Vice-Chairman of ntl:Telewest until 2007, having joined ntl in 2003 as CEO. Simon has also previously served as non-executive director of Avianca Group International Limited, CFO of Orange SA, CEO of wireless data specialist End2End AS, CEO and Deputy Chairman of WorldOnline International BV, and held senior positions at EMI Group plc and Guinness plc. Simon holds a Master's degree from University of Oxford and an MBA from Harvard Business School.

The Nomination Committee comprises Audrey Richard, appointed by Groupe Canal+ SA; Brendan Donahue, appointed by PPF Cyprus Management Limited; Richard Torgerson, appointed by Nordea Fonder; and Simon Duffy, Chair of the Viaplay Group Board of Directors. The members of the Nomination Committee appointed Audrey Richard as Nomination Committee Chair at their first meeting.

The Nomination Committee's complete proposals will be presented in the notice convening Viaplay Group's Annual General Meeting.

NOTES TO EDITORS

Viaplay Group AB (publ) 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. Our purpose is to grow our business profitably and responsibly, and deliver sustainable value for all our stakeholders. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

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