



We're launching a new brand

Today MTG launches a new corporate identity and core values, complemented by a new logo and graphical profile. By doing this, we are aligning our business goals with our ambition to be a group that delivers outstanding results by focusing on our employees and empowering them in their work.

Our new values and culture are designed to provide our people with a fun and engaging environment. Simultaneously, our goal is also to offer all our employees across the world the support and structure they need to make smart choices and do bold things that fuel our growth.

“Our new identity and values are there to inspire and guide us, every day. It's important to not only understand the values we need to succeed, but to make sure that the whole organization lives those values. We need to have a healthy balance between working hard and having fun together while we do it. Our new logo is a bold step in this direction, and its open and playful design reflects the digital entertainment company we are today.”

Jørgen Madsen Lindemann, MTG President and CEO

As part of the rebrand, MTG is also renaming its broadcasting operations in London to MTG from Viasat, and its international wholesale channel business from Viasat World to MTG World.

Any questions?

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MTG (Modern Times Group MTG AB (publ.)) is an international entertainment group. Our operations span six continents and include TV channels and platforms, online services, content production businesses and radio stations. We are also the largest shareholder in CTC Media, which is Russia's leading independent media company. Our shares are listed on Nasdaq OMX Stockholm ('MTGA' and 'MTGB').

The information in this announcement is that which MTG is required to disclose according to the Securities Market Act and/or the Financial Instruments Trading Act, and was released at 10.00 CET on 30 September 2014.