



MTG wins rights to Spanish, Italian and French top tier football leagues

MTG has acquired the exclusive broadcast and online rights across the Nordic region (Sweden, Denmark, Norway and Finland) to top flight football from Spain's La Liga and Italy's Serie A until 2018. In addition, MTG has also extended its exclusive rights to France's Ligue 1 in Denmark and Norway until 2018 to include Finland and Sweden from the beginning of next season.

Earlier this month MTG announced that it had won exclusive broadcast and online rights to English Premier League football in Sweden, Denmark and Finland from 2016-2019. MTG also holds the rights to UEFA Champions League football across the Nordic region until 2018.

“La Liga, Serie A and Ligue 1 are amongst the leading and most watched football leagues in the world, so we are thrilled to add and extend these key premium rights to our international portfolio. We are the clear number 1 when it comes to not just football but sports coverage in the Nordics, and we will now be making even more exciting live content available to viewers on multiple platforms and screens.”

Jørgen Madsen Lindemann, MTG President & CEO

La Liga, Serie A and Ligue 1 each have 38 rounds per season and a total of 380 games per season, so a combined total of 1,140 matches or 1,710 hours of live football each season from some of the world's greatest stadiums and players.

“Live week in, week out coverage of matches featuring top teams like Barcelona, Real Madrid, Atlético Madrid, AC Milan, Juventus, Inter Milan, Paris Saint-Germain, Monaco and Lyon, with world class players like Ronaldo, Messi, Neymar, Džeko, Pogba, Zlatan and Cavani can only make our products even more attractive for customers. We simply have the best football rights available, and our talented production teams, commentators and pundits will ensure that we deliver the best possible entertainment experiences for years to come.”

Peter Nørrelund, MTG Senior Vice President Sports

MTG has acquired the Spanish, Italian and French league rights from MP & Silva, the leading international sports media company. MTG and MP & Silva will also work together in Finland to create a premium football package for both MTG and third party broadcast platforms.

“We are very pleased to work together with the strong team at MTG, which is the leading sports broadcaster in the Nordic region. This is an exciting and innovative partnership that will ensure multi-platform

access for the many Serie A, La Liga and Ligue 1 fans in these countries.”

Marco Auletta, CEO of MP & Silva

MTG's portfolio of premium football rights includes:

- UEFA Champions League in Sweden, Denmark, Norway and Finland through 2018
- English Premier League in Sweden, Denmark and Finland through 2019
- Spanish La Liga in Sweden, Denmark, Norway and Finland through 2018
- Italian Serie A in Sweden, Denmark, Norway and Finland through 2018
- French Ligue 1 in Denmark and Norway through 2018, and in Sweden and Finland from 2016 through 2018
- Danish Superliga in Denmark through 2021

MTG shows 30,000 hours of live sport every year on its TV channels and platforms, including live coverage across Scandinavia of NHL ice hockey, NFL American football, Formula One motor racing and the European PGA golf Tour. MTG will also be the home of coverage of the 2016 Summer Olympics from Rio next year in Sweden and the Baltics.

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 08:00 CET on 13 October 2015.