



FOR IMMEDIATE RELEASE

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MTG APPOINTS NEW CHIEF FINANCIAL OFFICER

Mia Brunell has been appointed as the new Chief Financial Officer (CFO) of Modern Times Group MTG AB. She has been with MTG since 1992 and has been the Group Financial Controller since the beginning of this year.

Mia Brunell (born 1965) began her career with the Group as Head of Finance for TV1000 and her roles have included appointments as the financial controller for both the Pay-TV and the entire Viasat Broadcasting business areas.

MTG's Investor Relations will be handled by Shared Value, the investor relations firm that has been working with the Kinnevik Group since the beginning of 2000.

Johan Lindgren has been CFO of MTG since 1997 and will remain Vice President of MTG until June when he will leave the Group.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We would like to thank Johan for his significant contribution to the Group and wish him every success in the future. Mia brings with her both an in depth knowledge of the MTG businesses, as well as a long and successful track record of managing financial matters and projects for the Group operations."

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Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).