



Reclassification of Class A shares into Class B shares in Modern Times Group MTG AB (publ)

The Extraordinary General Meeting of shareholders in Modern Times Group MTG AB (publ) ("MTG") resolved on 25 August 2009 that holders of Class A shares shall be entitled to reclassify their Class A shares into Class B shares, upon which time one Class A share shall be eligible for reclassification into one Class B share. An application for reclassification shall be made during the period 25 August 2009 through 31 December 2009. The reclassification request may include some or all of the shareholder's Class A shares and should either state (i) the number of Class A shares that shall be reclassified, or (ii) the fraction (stated in percentage with no more than two decimals) of the total number of votes in the company that the Class A shareholder wants to hold after the reclassification.

In connection with a request pursuant to (ii) above, the shareholder shall also state his or her total holding of Class A shares and Class B shares at the time of the request.

An application for reclassification shall be made in writing to the Board of Directors which will thereafter deal with the issue of reclassification. Such a request shall be made on a form like this.

The Board of Directors shall notify the Swedish Companies Registration Office of the reclassification. The reclassification is executed once it has been duly registered and entered into the register of shareholders maintained by Euroclear Sweden AB (formerly VPC AB, the Swedish Central Securities Depository). The Board of Directors has assigned HQ Bank AB to receive applications and administer the reclassification procedure.

Instructions regarding the reclassification

- Shareholders whose Class A shares are registered in the names of nominees must contact their nominees to request for reclassification of the Class A shares into Class B shares
- Shareholders who have made requests for reclassification cannot withdraw or cancel the requests
- An incomplete or incorrectly filled in application form may be disregarded
- No brokerage fees or other fees will be charged in connection with the reclassification
- Euroclear Sweden AB will send out an advice in connection with the deregistration of the Class A shares prior to the reclassification and the registration of the Class B shares upon the execution of the reclassification
- MTG's Articles of Association and application forms for the reclassification are available at the company's website (www.mtg.se), can be ordered in writing from Modern Times Group MTG AB, P.O. Box 2094, SE-103 13 Stockholm, Sweden or by telephone +46 8 562 000 50.

The undersigned hereby requests for reclassification of the below mentioned Class A shares of MTG and authorizes HQ Bank to execute the reclassification.

Number of Class A shares of MTG to be reclassified into Class B shares

or

Fraction (stated in percentage with no more than two decimals) of the total number of votes in MTG that the shareholder wants to hold after the reclassification.

Total holding of Class A shares

Total holding of Class B shares

VPC account

0	0	0																	
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The Class A shares of MTG are registered on this VPC account. After the reclassification, the Class B shares of MTG will be registered on this VPC account

Shareholder information (mandatory)

Personal id. number/corporate id. number										Telephone daytime									
Name																			
Address (Street, P.O. Box etc.)																			
Postal code					City					Country									
Date					Signature (guardian/authorized signatory when appropriate)														

Please send this form to:

**HQ Bank AB
Corporate Actions
P.O. Box 16027
SE-103 71 Stockholm
Sweden**

To be received by HQ Bank
**no later than
31 December 2009**