

Press Release

Stockholm 2025-10-15

Two Board members Subscribe for SEK 350,000 in Mavshack's Ongoing Share Issue

Mavshack AB (publ) announces that two of its boardmembers, Jonas Löfgren and Thomas Edselius have expressed their intention to subscribe to a total of 14 000 000 shares amounting to SEK 350,000 (SEK 0.025 per share) in the company's ongoing share issue, without preferential rights. Since this subscription is without subscription rights, the company will disclose how many shares Jonas Löfgren and Thomas Edselius were able to subscribe to at a later date.

With these investments, Jonas Löfgren and Thomas Edselius joined Anand Jhingan and Alfredo Matta, in demonstrating confidence in the company's new strategic direction. Their participation underscores their belief in Mavshack's future potential and continued development.

For more information about Mavshack visit mavshack.se or contact:

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Mavshack is a global software company that has specialized in streaming since 2007. The company's primary product is a proprietary and cloud-based live shopping platform with which brands can produce live and interactive video content for marketing purposes. The platform enables companies to offer digital shopping experiences that can be distributed via websites, social media and other digital channels. Mavshack's live shopping initiative was launched in 2020 and is headquartered in Stockholm. Mavshack AB (publ) is listed on the Nasdaq First North Growth Market under the short name MAV. The Certified Adviser is Mangold Fondkommission AB (publ). More information is available at www.mavshack.se