

Press release
March 3, 2016

Mavshack sold 85 068 subscriptions in February

Mavshack sold 85 068 subscriptions in February, an increase of 44 % compared to the previous month. The number of new subscribers in February totaled 9 163 of which 65 percent were paying. Approximately 84 444 of sold subscriptions were composed of day subscriptions*.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
October	9 758	34%	23 422
November	6 398	24%	44 144
December	9 905	41%	38 670
January	14 659	64%	58 877
February	9 163	65%	85 068
Acc. Q4-15 t.d.	26 061	34%	106 236
Acc. Q1-16 t.d.	23 822	65%	143 945

*) Amount of new first time registered subscribers. This includes Basic subscribers (those who get free access to limited content) and paying premium subscribers.

**) Share of new subscribers who pay for either a 1-day or 30-day subscription.

***) Including 1- and 30-day subscriptions. Note that subscribers can have purchased more than one-day pass during the period. The number includes both new and recurring subscribers.

It is notable that the amount of sold subscriptions increased during February notwithstanding the fact that the said month has fewer days than the previous month. The total amount of sold subscriptions also increased to 85 068 in February, of which approximately 84 444 were daily subscriptions*. The amount of new subscribers for February totaled 9 163 of which 65 percent were paying.

Total subscription sales show how the overall business is developing. The recruitment of new subscribers and their retention, as well as the conversion to paying subscribers, are key measures to assess how well the business model is working. Mavshack follow these numbers closely and adjust its activities according to how the market develops and responds to the service.

*Mavshack sells daily subscription in the Middle East for the approximate equivalent of USD 0.80. Through all other sales channels monthly subscriptions of 6,99 is being marketed.

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About Mavshack AB

Mavshack operates a global Internet TV services with Asian entertainment. The service, which is available through Internet connected devices, is genuinely global with users in over 80 countries. With the largest library of Filipino and Indian titles, as well as agreements with Asia's leading content providers, Mavshack is the obvious choice for Asian entertainment around the world. The company operates its business on a proprietary technology platform.

Mavshack AB (publ) is a publicly traded company listed on Nasdaq First North under the ticker MAV. Certified adviser is Erik Penser Limited. More information about the company is available at www.mavshack.se