

Press release
April 5, 2016

Mavshack sold 121 894 subscriptions in March

Mavshack sold 121 894 subscriptions in March, an increase of 43 percent compared to the previous month. The number of new subscribers in March totaled 23 330 of which 75 percent were paying.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
January	14 659	64%	58 877
February	9 163	65%	85 068
March	23 330	75%	121 894
Total Q4 2015	26 061	34%	106 236
Total Q1 2016	47 152	69%	265 839

*) 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.

Both the number of new subscribers and sold subscriptions increased in March. The total amount of subscriptions increases to 121 894 (85 068) in March, of which approximately 120 000 were daily subscriptions. The amount of new subscribers for March totaled 23 330 (9 163) of which 75 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.

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