

Press release
August 3rd, 2016

Mavshack sold 135,868 subscriptions in July 2016, an increase of 35 %, riding a stellar Kuwait launch and strong interest for Live Sports among paying subscribers.

The number of new subscribers in July amounted to 6 288, of which 73 % percent of them were paying.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
April	12 018	64%	124 076
May	4 484	53%	116 807
June	1 445	64%	100 475
July	6 288	73%	135 868

<i>Accumulated Q3 2016</i>	6 288	73%	135 868
Total Q2 2016	17 947	61%	341 358
Total Q1 2016	47 152	69%	265 839
Total Q4 2015	26 061	34%	106 236

**) 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-day 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. Subsequent reconciliation of sales through mobile operators API's are made quarterly.*

The integration with Viva Kuwait Telecom was completed and launched after the end of the Holy Month of Ramadan in mid July. Approximately one third of the new subscribers are attributable to Kuwait. These have subscribed during the second half of July and are all paying subscribers as no free period is offered in Kuwait

It will be recalled that on July 12, Mavshack introduced live sports through the company's acquisition of license rights to the Philippine Basketball Association (PBA) games for the current cup and the 2016-2017 Season and the Philippine SuperLiga (PSL) volleyball games for the same license period. The paying subscribers have shown great interest to consume live sports and a larger marketing campaign is planned to get more paying premium subscribers.

After the launch in Kuwait, Mavshack's next launch is planned for Saudi Arabia, which is expected in the latter part of the current quarter (July to September).

August 3rd 2016.

For more information please contact
CEO Rainier David, Phone +46 8 12451790
CFO Per-Olov Östberg, Phone +46 8 12451790

This information is information that Mavshack AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 09:00 CET on August 3rd 2016.

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