

Press release  
July 12, 2016

## Mavshack further broadens offering by adding LIVE premium sports.

Mavshack continues its strategic diversification of content offering with the addition of premium sports in its line up of products. For the first time in Mavshack history, live sports will be offered along with sports Video On Demand (VOD) content to its subscribers. Mavshack has secured the license to the Governor's Cup of the Philippine Basketball Association (PBA) scheduled this July to September 2016 as well as the license for whole 42<sup>nd</sup> Season of the PBA, which will cover October 2016 to until September 2017.

Timed with the opening of the PBA Governor's Cup this coming Friday, July 15, 2016, Mavshack subscribers can now the watch leagues live opening, which begins with the games between *Meralco Bolts vs. Phoenix Petroleum Fuel Masters* and *Mahindra Enforcers vs. Star Hotshots*. PBA distinguishes itself as the first professional basketball league in Asia, the premier basketball league in the Philippines and a fanatical following among Filipinos for its 41 years of cultivating and developing the sport. Basketball is considered as the unofficial national sport of the Philippines and is treated with the same degree of following among Filipinos as soccer among Europeans.

In addition to the PBA, Mavshack has also secured the license for Philippine Super Liga (PSL) for the seasons covered this 2016 to 2017. PSL is a semi-professional volleyball league in the Philippines and is also one of the most followed sports among Filipinos. Live and VOD games of PSL can also be viewed in Mavshack.

"If one wants to bring a community together, sports are definitely a catalyst for making that convergence happen. As such, Mavshack has strategically secured the license for these sports leagues, through the Pilipinas Global Network as licensor, in order to solidify it's offering to the target market. With this, Mavshack can now truly grow its subscriber base in view of its strong and complete line up which now offers TV series, movies, news and current affairs and sports," says Rainier David, CEO Mavshack.

For more information about the Philippine Basketball Association (PBA) please visit: [pba.inquirer.net](http://pba.inquirer.net)

For more information about The Philippine Super Liga (PSL) visit: [philippinesuperliga.com](http://philippinesuperliga.com)

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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](http://www.mavshack.se)