

Press release
February 26, 2016

Mavshack appoints Rainier David as CEO

The Board of Directors for Mavshack AB (publ), listed on Nasdaq First North, has today appointed the President of subsidiary Ambientmedia, Rainier David, as CEO for the Mavshack Group. Through his work at Ambientmedia he has among other things played a vital role in negotiating and securing new Filipino content agreements.

“I am pleased with the changes we managed to implement during my time as CEO. Even though we’ve managed to achieve a lot, I have come to realize the need for a CEO with a stronger presence in the Philippines and better understanding for the cultural behavior amongst the Filipino diaspora. Since we have this expertise within our group, the Board has concluded that our Philippine subsidiary Chief Executive Rainier is best suited to take over as CEO. I am convinced that I am today leaving the company in good hands,” says Anders Lindén.

Rainier David is currently President of the subsidiary Ambientmedia and a member of Mavshacks Board of Directors. Rainier is a lawyer and has over twenty years of professional legal and business experience. He has held several senior managerial roles, served as general counsel and as a director. His areas of expertise in international business transactions is in information technology, telecommunications, content development and outsourcing services.

For more information please contact:

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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