

Press Release

Stockholm 2025-11-12

Mavshack and RightsLedger Philippines announce strategic agreement on Hollywood Movies for the Philippines

As part of the previously announced plans, Mavshack and RightsLedger Philippines are pleased to announce that the companies have entered into a strategic revenue share agreement to jointly deliver the Hollywood content for the Philippines. Under the agreement, RightsLedger Philippines will provide the content for the programming, contributing to a dynamic lineup of entertainment designed to appeal to diverse audiences. The Hollywood movies will be dubbed in Tagalog and broadcast nationwide in the Philippines. The plan is to transfer this contract to the Mavshack Milio Production entity locally once the company formation formalities for the same are completed.

Both parties have agreed to a 50/50 revenue share agreement on net profits generated from the programming, aligning their mutual interests in driving growth and audience engagement.

"We are excited to collaborate with RightsLedger to bring unique, high-quality content to a wider audience," said Anand Jhingan, CEO of Mavshack AB. "This partnership reflects our commitment to innovative content delivery and regional cooperation."

For more information about Mavshack visit mavshack.se or contact:

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Mavshack is a global software company that has specialized in streaming since 2007. The company's primary product is a proprietary and cloud-based live shopping platform with which brands can produce live and interactive video content for marketing purposes. The platform enables companies to offer digital shopping experiences that can be distributed via websites, social media and other digital channels. Mavshack AB (publ) is listed on the Nasdaq First North Growth Market under the short name MAV. The Certified Adviser is Mangold Fondkommission AB (publ). More information is available at www.mavshack.se