

Press release
February 3, 2016

Mavshack sold 58 877 subscription in January – majority of new subscribers now paying

Mavshack sold 58 877 subscriptions in January, an increase of 20 000 compared to the previous month.

Month	New subscribers*	Paying users among new subscribers**	Total sold subscriptions***
Total Q3	13 340	14%	7 757
October	9 758	34%	23 422
November	6 398	24%	44 144
December	9 905	41%	38 670
Total Q4	26 061	34%	106 236
January	14 659	64%	58 877

*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 a 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 the amount of sold subscriptions increased during January. The total amount of new subscriptions increased to 58 877 in January (38 670), of which approximately 49 500 were daily subscriptions*. The amount of new subscribers were 14 659 (9 905) of which 64 percent (41 percent) were paying. This means January became the first month when a majority of new customers were paying subscribers.

Total subscription sales shows 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 follows these numbers closely and adjusts its activities according to how they develop.

*Mavshack sells daily subscription in the Middle East for the approximate equivalent of USD 0.80.

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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