

Press release
February 15th, 2017

Mavshack Expands its Live Sports Offering

The introduction by Mavshack of live sports last July resulted in a notable increase in the sales of its daily subscriptions for 2016. Based on this learning, Mavshack has endeavored to secure more live sport events for its product offerings. This is based on business intelligence analysis that the convenience of daily subscriptions in relation with live sports has not only resulted in Filipino and Indian subscriptions in , Kuwait and Bahrain but also the stirred interest among other local telco subscribers in the region.

With the foregoing in mind, Mavshack has furthered its live sports streaming offering by securing the online streaming rights to the finals of the *Seamaster 2017 ITTF World Tour India Open* from New Dehli. This exciting event will be held on the 18th and 19th February 2017 and will be made available by Mavshack in the Middle Eastern region.

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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 Bank. More information about the company is available at www.mavshack.se