

Press release
April 13, 2016

Mavshack set to grow Middle East business in Bahrain and Kuwait

Mavshack is pleased to announce that its streaming service will be launched for the first time in Kuwait and Bahrain. Mavshack subscriptions will be sold via telecom operators VIVA Bahrain and VIVA Kuwait starting this month. This is the result of the strategic agreement signed today with Intigral, one of the leading digital companies in the region, enabling digital content providers and operators to implement Direct Carrier Billing (DCB) services to consumers.

The launch in Bahrain and Kuwait follows Mavshack's successful launch in the United Arab Emirates where over one million Filipinos live today. Through telecom operators, Mavshack has obtained an effective and efficient marketing channel targeting the over three million Filipinos living in the Middle East, while at the same time offering customers a safe and hassle free payment option through their prepaid balances or postpaid bills via their respective telecom operator.

“Mavshack’s objective is to apply the same successful business model which was launched in the United Arab Emirates in the fall of 2015. We are now set to further expand our reach in the all-important Middle East market together with yet another well-established and trusted partner,” says Rainier David, CEO Mavshack.

“We are pleased to bring, for the first time in Kuwait and Bahrain, the latest Asian streaming entertainment services. Together with Mavshack, we are delivering the best viewing and customer experience coupled with a seamless and innovative payment method powered by our leading direct carrier billing solution.” says Bader Al Ghubain, Mobile VP, Intigral.

About Intigral

Intigral is a leading provider of digital products and turnkey solutions that enable telcos and PayTV companies to differentiate their core services. Backed by complete in-house video and mobile operations, Intigral offers an enterprise-grade IPTV/OTT video experience that was created with the end user in mind. The company also offers a range of transactional services to complement its solutions.

Founded in 2009, Intigral is a joint venture between Saudi Telecom Company (STC) and the Malaysian media conglomerate, All Asia Networks (ASTRO), and has a current workforce of more than 200 experienced professionals in their Dubai and Riyadh offices.

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