

Press release  
July 7th, 2016

## Mavshack sold 341 358 subscriptions in Quarter 2 2016, an increase by 28 % compared to Quarter 1 2016.

Mavshack sold 341 358 subscriptions in the period April - June 2016. The number of new subscribers were 17 947 of which 61 % were paying subscribers.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
April	12 018	64%	124 076
May	4 484	53%	116 807
June	1 445	64%	100 475
<b>Total Q2 2016</b>	<b>17 947</b>	<b>61%</b>	<b>341 358</b>
<b>Total Q1 2016</b>	<b>47 152</b>	<b>69%</b>	<b>265 839</b>
<b>Total Q4 2015</b>	<b>26 061</b>	<b>34%</b>	<b>106 236</b>

\*) 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 subscribers can have purchased more than one-day pass during the period. The number includes both new and recurring subscribers. Subsequent reconciliation of sales through mobile operators API's are made quarterly.

Followed by the launch in Bahrain (May) integration through local mobile operators in Kuwait has been deployed in June currently being tested for a full launch as soon as Ramadan is completed in July. The most common means of payment for Mavshacks target group in the Middle East are through mobile phones where the subscribers mainly buy day-passes. In the business model of Mavshack integration with local mobile operators is essential. For the two last periods Mavshack has intentionally focused on integration with mobile operators in Bahrain and Kuwait in addition to content management of the media platform. There has been no major marketing campaign executed before a verification of the integration with mobile operators has been received. Consequently the number of new subscribers is lower then in previous periods. Despite the low number of new subscribers and lower sold subscriptions in the later part of the second quarter the total of sold subscriptions exceeds the first quarter by 28% or 75 000 sold subscriptions of which over 5 000 is related to the launch in Bahrain. Subsequent to the launch in Kuwait the next launch is aimed for Saudi Arabia during the later part of quarter three (3) 2016.

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For more information please contact  
CEO Rainier David, Phone +46 8 12451790  
CFO Per-Olov Östberg, Phone +46 8 12451790

This information is information that Mavshack AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 09:00 CET on July 7<sup>th</sup> 2016.

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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](http://www.mavshack.se)