

Press release
February 7th, 2017

Mavshack sold 303 686 subscriptions in January 2017.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
October	10 894	73%	308 909
November	4 889	72%	342 865
December	3 893	72%	355 625
January	2 108	77%	303 686

Acc. Q1 2017	2 108	77%	303 686
Total Q4 2016	19 676	72%	1 007 399
Total Q3 2016	15 258	83%	627 773
Total Q2 2016	17 947	64%	341 358
Total Q1 2016	47 152	69%	265 839

*) 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. It shall be noted that different trial periods is offered depending on geographical market.

***) Including 1-day 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.

Mavshack carried forward its steady performance from 2016 into the New Year by recording 303 686 subscriptions sold in January 2017. The slight decrease in sold units compared to the previous month of December is related to the fewer number of live games published in January compared to December.

During December last year Mavshack launched its new distribution platform that brought Mavshack from a windows-based server-platform to a micro-services based platform (Service-Oriented Architecture). In this period Mavshack experienced some issues with its Mobile apps due to a peak workload when all apps had to be realigned with the new platform API's The impact on sales are assessed to be minimal as the majority of all users in the middle east uses their smartphone browser when accessing the media platform.

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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 11:45 CET on February 7th 2017.

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