

Press release
August 18, 2016

Mavshack introduce a 24/7 TV Channel for Internet connected devices in USA and Canada

Mavshack has acquired the license to distribute the Kapatid TV5 linear grid being a 24/7 general entertainment Filipino language channel. The license allows Mavshack to broadcast the TV Channel in the North American market.

Mavshack has historically offered a subscription based SVOD service (Streaming Video On Demand). With the strong interest among paying subscribers from the recent launch of live sports, Mavshack will now supplement the same with the introduction of the Kapatid TV5 linear grid as a live online TV channel for its North American subscribers.

The 24/7 TV Channel has been secured through the expanding partnership of Mavshack with Pilipinas Global Network.

“The United States and Canada host the largest population of Filipinos outside the Philippines. A fraction of these Filipinos today access live TV online through cable or satellite. As such kind of subscription has been noted to be both cumbersome and costly to establish, we would like to offer this new product which will be a simple and cost effective avenue for the Filipinos who would like to access live TV through an internet connected device”, says Rainier David, CEO of Mavshack.

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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 10:00 CET on August 18th 2016.

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