Financial Report 2016 Interim Report 2nd quarter



Second quarter 2016 in summary

- The number of subscriptions sold during the period increased by 28% and amounted to 341,358 (Q1: 265,839)
- Net sales for the quarter increased to SEK 4,7 million (Q1: 4,5) of which SEK 2,2 million (Q1: 2,4) attributable to the consolidation of Ambient Media. Sales from the media platform continued to grow during the second quarter and amounted in the quarter SEK 2,5 million (Q1: 2,0 m). The largest volume of subscriptions consisted of continued daily passes sold in the UAE through an application programming interface (API) with the two major Telco's Du and Etisalat where the subscribers use their mobile as a payment device. This daily subscription strategy has shown to be a price competetive, seamless and user-friendly way to access the Mavshack media platform.
- A total of 17,947 new registered subscribers (Q1: 47,152) of which 61% (69%) were paying
- Sales units from API integration (mainly daily subscription passes) in Bahrain were introduced during the quarter through Viva Bahrain, one of the bigger mobile operators in Bahrain.
- Net profit amounted to SEK -3,5 million (-6,0). Adjusted for non-recurring effects and Ambient Media the profit reported amounted to SEK -3,3 million during the quarter, an improvement in comparable earnings from SEK -4,4 million for the previous quarter.
- Significant new content was licensed and made available to Mavshack subscribers during the quarter.

Key Figures Group

Variable SEK 000's omitted	Q2 2016	Q2 2015	Q1 2016	FY 2015	FY 2014
Revenues	4 742	511	4 651	11 212*	54 801
Net Income	-3 533	-11 878	-5 971	-59 225	-32 078
Balance sheet total	72 994	72 828	72 633	78 746	64 842
Equity	57 865	37 541	59 587	66 191	23 507
Solidity (%)	79	52	82	84	36
Net Income per share (SEK) before dilution	-0,03	-0,25	-0,05	-0,79	-1,04
Net Income per share (SEK) after dilution	-0,02	-0,20	-0,04	-0,60	-1,01

*) Includes a one-time effect of renegotiated content agreements of 3,0 million reported as other income.

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 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

CEO Letter

Fellow Shareholders:

Mavshack's performance from April to June 2016 centered its thrust in three (3) fronts: (i) fortifying content build up; (ii) entering new markets; and (iii) increasing sales; where each facet fortifies the efforts in the others.

For content build up, Mavshack was able to introduce almost a thousand additional hours of content in its library which included notable titles in the form of the Wattpad Presents episodes, new television series, and news and current affairs programming which is viewable live and as VOD. Corollary to content build up, we also finished integration with Viva Bahrain in May 2016, which allowed us entry in the Bahrain market. The entry in this new market expanded the possible subscribers to the Mavshack service with the combined population of almost half million Filipinos and Indians in Bahrain.

The aforementioned new content offerings along with the new market that has been opened resulted in a significant growth in our subscription and sales for the subject period totaling to 341,358 subscription as compared to Q1's 265,289. This represents a sales growth of 28% for the second quarter. This growth is notable considering Mavshack's limited marketing activities in the Middle East for the whole June in observance of the holy month of Ramadan,

The above strategy will be carried through in the third quarter of 2016 where our content build up continues through live sports and new titles, entry into new markets like Kuwait and Saudi Arabia which hosts millions of Filipinos and Indians, and renewed marketing efforts for the build of subscription and sales. It should also be noted that our more technically refined and robust backend system is expected to be finished by the third quarter of 2016 with the aim that this new platform will further contribute to the realization of the targeted growth for Mavshack.

For our operations in Southeast Asia, Ambient media has played a crucial role in facilitating required support activities on the licensing deals secured for the Mavshack library. There was a very slight decrease in topline sales for Ambient media but the bottom line numbers showed an improvement in the margins due to the employment of cost saving strategies. Additionally, projects for internal development, such as but not limited to similar children's content as published in the fall 2015, are currently being evaluated for potential execution in subsequent quarters.

It is aimed that this growth will be the theme for the remainder of the year and, with your continued support, I am positive that this will be achieved.

Rainier David, CEO, Mavshack

Operations

Users

Mavshacks main target market is made up of the Filipino and Indian diaspora. There are also consumers in the domestic markets even though the company's marketing activities primarily focus on the diaspora from the Philippines and India. Consumers amongst the Filipino diaspora in the Middle East mainly subscribe to requiring daily subscriptions via their mobile phone plan.

Sales and earnings (compared with previous quarter)

Sales in Q2 2016 (Apr-Jun) amounted to SEK 4,7 million (4,7 million), of which SEK 2,2 million (2,4 million) is attributable to the Ambient Media, which was consolidated from July 2015. Sales of media platform continued to increase and amounted in the quarter SEK 2,5 million (2,0 m). The largest volume of subscriptions consisted of continued daily passes sold in the United Arab Emirates (UAE) and Bahrain. Sales are made through application programming interface (API) with big mobile operators where the subscribers use their mobile as a payment device. This has shown to be an price competetive, easy and user-friendly way to access the Mavshack media platform for the Filipino's in UAE and Bahrain.

Operating profit for the quarter amounted to SEK -3,4 million (-6,0 million). The improvement is a result of a slight increase in sales and a reduction of operating expenses. A tight cost control will have priority until the company financial position will allow any other priority.

Financial position

Liquid assets amounted to SEK 1,3 million (2,1 million) at the end of the period. At the end of the period, equity amounted to SEK 57,9 million (59,6 million) in the Group, of which 32,3 million (31,6 million) is attributable to minority interests.

The parent company reported a shareholders' equity at the end of the period of SEK 41,4 million (42,5 million).

Looking forward

The company will continue its expansion in 2016, primarily in the Middle East. The next launch is aimed to take place in Kuwait and Saudi Arabia, a country with even more Filipino workers than in the United Arab Emirates where Mavshack launched in the second half of 2015. The objective is to repeat the success the company has had with Etisalat and Du in the United Arab Emirates.

Report of the Board and CEO

Board and CEO certify that this report gives a true and fair view of Mavshacks financial position and results and describes significant risks and uncertain factors that Mavshack faces.

Auditor's examination

The interim report has not been subject to auditor review.

Accounting and valuation principles

From 1 January 2014, the Group / Company BFNAR 2012 1. The interim report has been prepared in accordance with the Annual Accounts Act and the Swedish Accounting Standards Board BFNAR 2012: 1 Annual report and consolidated (K3).

Risks and uncertainties

Mavshacks significant risks and uncertainties are described in the prospectus prepared in connection with the rights issue carried out during the first half of 2015. The prospectus is available at the Company's website. No new significant risks or uncertainties are judged to have occurred.

Next report

Interim Report 3 for the financial year 2016 will be published on October 28th 2016.

Stockholm August 26, 2016

Mavshack AB (publ) Board of Directors

For more information contact:

CEO Rainier David Phone: +46 8 124 517 90 or

CFO Per-Olov Östberg, Phone: +46 8 124 517 90,

e-mail: ir@mavshack.com

All reports are available on the company's website www.mavshack.se.

Summary per quarter and financial period – Group

(Ksek)	Jun 3	0, 2016	Ma	ar 31, 201	<u>6</u> [Dec 3	1, 2015	S	ер 3	0, 2015	Ju	n 30	, 2015	Dec	31, 2015	D	ec 3	1, 2014
Revenues	4	742		4 651		6	878		3	500			511	11	212		54	801
Operating expenses	- 8	156	-	10 608	-	12	396	-	32	580	-	10	949	- 67	125	-	85	472
Operating result	- 3	414	-	5 957	-	5	518	-	29	080	-	10	438	- 55	913	-	30	671
Financials, net	-	119	-	39	-		312			146	-	1	440	- 3	312	-	1	407
Net result	- 3	533	-	5 996	-	5	830	-	28	934	-	11	878	- 59	225	-	32	078
Fixed assets	67	804		67 395		71	985		86	595		17	256	71	985		21	931
Working capital	5	190		5 239		6	761		5	530		55	572	6	761		42	749
Equity	57	865		59 587		66	191		62	105		37	541	66	191		23	507
Long term liabilities	1	085		1 394		1	583		4	704		4	749	1	583		7	124
Current liabilites	14	044		11 652		10	972		25	315		30	538	10	972		34	049
Balance sheet total	72	994		72 633		78	746		92	124		72	828	78	746		64	680
Cash flow																		
-operating activities	- 1	992	-	3 790	-	4	134	-	24	493	-	9	393	- 48	390	-	23	959
-working capital	1	222		1 407		14	239		27	429	-	22	153	28	718	-	6	584
-investments		-		-	-		52			-			52	-	52	-	24	516
-financing		-		1 733	-	8	964	-	1	350		29	342	18	195		55	784
Cash flow for the period	-	770	-	650		1	089		1	586	-	2	152	- 1	529			725
Cash beginning of period	2	104		2 754		1	665			79		2	231	4	283		3	558
Cash end of period	1	334		2 104		2	754		1	665			79	2	754		4	283
Solidity	7	'9%		82%		8	4%		6	67%		52	2%		84%		3	6%

Net Income per share

	3 mont	ths end of period	6 months	end of period
	Jun 30, 2016	Jun 30, 2015	<u>2016</u>	2015
Before dilution				
Number of shares	117 106 943	59 964 701	117 106 943	59 964 701
Weigthed number of shares	117 106 943	47 711 623	115 323 845	47 711 623
Net Income	- 3 589 591	- 11 877 649	9 560 584	- 24 460 954
Weigthed number of shares	117 106 943	47 711 623	115 323 845	47 711 623
Net Income per share before dilution	- 0,031	- 0,249	- 0,083	- 0,513
After dilution				
Subscribed shares under registration	-	500 175	-	500 175
Not used mandate for board of directors to issue new shares	80 000 000	-	80 000 000	-
Stockoptions, equivalent number of shares	10 000 000	11 779 809	10 000 000	11 779 809
Weigthed number of shares after dilution	207 106 943	59 991 607	205 323 845	59 991 607
Net Income	- 3 589 591	- II 877 649	9 560 584	- 24 460 954
Weigthed number of shares	207 106 943	59 991 607	205 323 845	59 991 607
Net Income per share after dilution	- 0,017	- 0,198	- 0,047	- 0,408

Income Statement – Group

	3 months	3 months	6 months	6 months
	1 apr - 30 jun 2016	l apr - 30 jun 2015	I jan - 30 jun 2016	I jan - 30 jun 2015
Revenues				
Net Revenue	4 664 983	135 821	9 137 332	188 118
Other Income	77 465	375 055	255 659	645 681
Total Revenues	4 742 448	510 876	9 392 991	833 799
Operating Expenses				
Direct cost of goods sold	- 2 127 639	- I 690 426	- 4911101	- 3 389 296
Other External costs	- 2 656 227	- 4 946 871	- 5 720 536	- 8 969 148
Personnel costs	- I 756 065	- I 780 477	- 4 085 638	- 4 522 808
Depreciation	- I 572 569	- 2513472	- 3 778 022	- 4 726 506
Other operating expenses	- 43 420	- 17 254	- 268 514	- 540 974
Total operating expenses	- 8 155 920	- 10 948 500	- 18 763 811	- 22 148 732
Operating profit/loss (-)	- 3 413 472	- 10 437 624	- 9 370 820	- 21 314 933
Financials				
Write down of long term assets	-	-		
Other interest income and similar profit/loss	- 241	7	949	72
Other interest expenses and similar profit/loss	- 119 060	- I 440 032	- 158 732	- 3 146 093
Financials, net	- 119 301	- I 440 025	- 157 783	- 3 146 021
Profit/Loss (-) after financials	- 3 532 773	- 11 877 649	- 9 528 603	- 24 460 954
Taxes	- 56 818	-	- 31 981	
Net Income for the period	- 3 589 591	- 11 877 649	- 9 560 584	- 24 460 954
Related to:				
Parent Company Shareholders	- 3 267 595	- 11 877 649	- 8 491 201	- 24 460 954
Minority interest	- 321 996	-	- 1 069 383	-

Balance sheet – Group

ASSETS	2016-06-30	2015-06-30	2015-12-31
, 332.13	20.0000		2010 12 01
Fixed assets			
Intangible fixed assets			
Balanced expenses for research			
and development	I 324 816	2 631 401	I 973 324
Concessions, patents, licenses, trademarks and similair rights	0	13 740 693	0
Goodwill	51 792 324	0	54 489 172
Total intangible fixed assets	53 117 140	16 372 094	56 462 496
Tangible fixed assets			
Inventories	14 386 729	284 024	15 222 964
Total tangible fixed assets	14 386 729	284 024	15 222 964
Financial fixed assets			
Other long term interests	300 000	600 000	300 000
Total financial fixed assets	67 803 869	17 256 118	71 985 460
Current Assets			
Current receivables			
Trade receivables	2 241 205	37 097 500	859 996
Tax receivables	10812	10812	6 996
Other receivables	658 190	17 745 271	2 462 502
Prepaid cost and accrued income	946 028	639 939	676 896
Total current receivables	3 856 235	55 493 522	4 006 390
Cash and bank balances	I 333 94I	78 916	2 754 266
Total current assets	5 190 176	55 572 438	6 760 656
TOTAL ASSETS	72 994 045	72 828 556	78 746 116

Balance sheet – Group

EQUITY AND LIABILITIES	2016-06-30	2015-06-30	2015-12-31
Fixed Equity			
lssued and paid-up-share capital	11 710 761	29 982 351	56 770 374
Ongoing rights issue	0	7 603 955	0
Sum fixed equity	11 710 761	37 586 306	56 770 374
Unrestricted equity			
Share premium reserve	158 956 199	102 975 712	111 994 149
Free reserves	-135 538 924	-78 559 859	-76 916 470
Net profit/loss of the period	-9 560 584	-24 460 954	-59 225 310
Minority interest	32 297 222	0	33 568 535
Sum unrestricted equity	46 153 913	-45 101	9 420 904
Total equity	57 864 674	37 541 205	66 191 278
Non-current liabilities			
Other non-current liabilities	I 085 057	4 749 514	I 583 384
Total non-current liabilities	I 085 057	4 749 514	I 583 384
Current liabilities			
Liabilities to credit institutions	0	4 965 136	0
Trade creditors	6 890 781	10 636 850	7 047 065
Other current liabilities	5 470 408	10 417 737	2 269 994
Accrued expenses and deffered income	1 683 125	4 5 1 8 1 1 4	l 654 395
Total current liabilities	14 044 314	30 537 837	10 971 454
TOTAL EQUITY AND LIABILITIES	72 994 045	72 828 556	78 746 116

Changes in Equity - Group

Group	6 months		6 months		12 months		12 mont		ths			
	jar	າ-jun <i>ໃ</i>	2016	jan-jun 2015			jan-dec 2015			jan-dec 2014		
Total equity at the beginning of the period	66	191	278	23	506	691	23	506	691	11	775	359
Change in share issues	-45	059	613	19	857	033	39	041	101	3	803	557
Change in share premium reserve	46	962	050	23	433	526	34	943	411	42	319	643
Cost of new issues		-50	070	-4	795	091	-4	958	050	-2	313	420
Acc translationdifference		-618	387					-685	100			
Profit or loss for the period	-9	560	584	-24	460	954	-59	225	310	-32	078	448
Minority interest	32	297	222				33	568	535			
Total equity at the end of the period	57	864	674	37	541	205	66	191	278	23	506	691

Cash Flow Statement – Group

		3 months	Τ	3 months		6 months		6 months
GROUP CONSOLIDATED STATEMENT OF CASH FLOW	Li	apr - 30 jun 2016		I apr - 30 jun 2015	l l ia	an - 30 jun 2016	l Lia	an - 30 jun 2015
(SEK)		- 	T		,,	,	,	
-								
Operating activities								
Net Income	-	3 532 773	-	11 877 649	-	9 528 603	-	24 460 954
Adjustments to reconcile net income to cash		I 540 588		2 484 596		3 746 041		4 697 629
Adjusted Income	-	I 992 185	-	9 393 053	-	5 782 562	-	19 763 325
Cash flow from current operations before	-	I 992 185	-	9 393 053	-	5 782 562	-	19 763 325
changes in working capital								
Cash flow from changes in working capital								
Increase(-)/Decrease(+) in operating receivables	-	69 128	-	13 678 053		149 778	-	10 470 472
Increase(-)/Decrease(+) in operating liabilities		1 291 635	-	8 474 877		2 479 431	-	2 478 989
Cash flows from operating activities	-	769 678	-	31 545 983	-	3 153 353	-	32 712 786
Investing activities								
Acquisition of subsidiary								
Investments in intangible assets		-		51 869		-		-
Investments in tangible assets		-		31 007		-		-
Cash flow som investing activities		-		- 51 869		-		-
Cash now som investing activities		_		31 007		-		-
Financing activities								
Share issue		-		43 303 970		I 783 098		43 303 970
Cost of new issues		-	-	4 364 091	-	50 070	-	4 795 091
Borrowings		-	-	9 597 940		-	-	10 000 000
Cash flow from financing activities		-		29 341 939		I 733 028		28 508 879
Cash flow for the period	-	769 678	-	2 152 175	-	I 420 325	-	4 203 907
Cash and cash equivalents, beginning of period		2 103 619		2 231 091		2 754 266		4 282 823
Cash and cash equivalents, end of period		I 333 94I		78 916		1 333 941		78 916

Income Statement – Parent Company

	3 months	3 months	6 months	6 months
	1 apr - 30 jun 2016	1 apr - 30 jun 2015	l jan - 30 jun 2016	1 jan - 30 jun 2015
Revenues				
Net Revenue	11 551	11 547	423 101	23 096
Other Income	174	4 836	174	- 3 994
Total Revenues	11 725	16 383	423 275	19 102
Operating Expenses				
Direct cost of goods sold	12 202	- 436 374	7 064	- 1 052 691
Other External costs	- 612 270	- 3 741 713	- 1 251 564	- 5 977 040
Personnel costs	- 29 456	20 088	- 58 912	24 525
Depreciation	- 332 374	- 333 403	- 664 748	- 666 806
Other operating expenses	- 196	476	- I 695	- 7 583
Total operating expenses	- 962 094	- 4 490 926	- I 969 855	- 7 679 595
Operating profit/loss (-)	- 950 369	- 4 474 543	- I 546 580	- 7 660 493
Financials				
Write down of long term assets	-	-		
Other interest income and similar profit/loss	- 243	- 29	- 112	33
Other interest expenses and similar profit/loss	- 118 655	- I 387 556	- 157 694	- 3 038 041
Financials, net	- 118 898	- I 387 585	- 157 806	- 3 038 008
Profit/Loss (-) after financials	- I 069 267	- 5 862 128	- I 704 386	- 10 698 501
Taxes	_	_		
Net Income for the period	- 1 069 267	- 5 862 128	- I 704 386	- 10 698 501

Balance sheet – Parent Company

ASSETS	2016-06-30	2015-06-30	2015-12-31
Fixed Assets			
Intangible fixed assets			
Balance expenses for research			
and development	I 274 257	2 544 260	I 909 259
Total intangible fixed assets	I 274 257	2 544 260	I 909 259
Tangible fixed assets			
Inventories	112 736	174 286	142 4 82
Total tangible fixed assets	112 736	174 286	142 482
Financial fixed assets			
Subsidiary shares	48 000 000	35 710 539	48 000 000
Other long term assets	300 000	600 000	300 000
Total financial fixed assets	48 300 000	36 310 539	48 300 000
Total fixed assets	49 686 993	39 029 085	50 351 741
Current Assets			
Current receivables			
Trade receivables	14 438	-	14 438
Receivables from group companies	6 162 2 4 0	22 644 048	I 293 750
Other receivables	165 722	16 977 4 00	1 691 827
Prepaid cost and accrued income	673 040	411 940	422 400
Total current receivables	7 015 440	40 033 388	3 422 415
Cash and bank balances	13 537	61 545	773 658
Total current assets	7 028 977	40 094 933	4 196 073
TOTAL ASSETS	56 715 970	79 124 018	54 547 814

Balance sheet – Parent Company

Equity and Liabilities	2016-06-30	2015-06-30	2015-12-31
Equity			
Fixed Equity			
Issued and paid-up-share capital (117 106 943 shares	11 710 695	29 982 351	56 770 374
Ongoing rights issue	0	7 603 955	0
Sum fixed equity	11 710 695	37 586 306	56 770 374
Unrestricted equity			
Share premium reserve	159 522 026	102 975 712	112 679 249
Retained earnings	-128 108 767	-58 487 857	-58 650 816
Net profit/loss of the period	-1 704 386	-10 698 501	-69 407 881
Sum unrestricted equity	29 708 873	33 789 354	-15 379 448
Total equity	41 419 568	71 375 660	41 390 926
Current liabilities			
Trade creditors	804 446	4 374 411	932 825
Liabilities to group companies	9 382 231	0	11 473 933
Other current liabilities	4 420 487	4 799	89 972
Accrued expenses and deferred income	689 238	3 369 148	660 158
Total current liabilities	15 296 402	7 748 358	13 156 888
TOTAL EQUITY AND LIABILITIES	56 715 970	79 124 018	54 547 814

Changes in Equity – Parent Company

Parent	6 months		6 months			12 months			12	12 months		
	jan-jun 2016		jan-jun 2015			jan-dec 2015			jan-dec 201			
Total equity at the beginning of the period	41	390	926	43	565	281	43	565	281	20	703	231
Change in share issues	-45	059	613	19	857	033	39	041	101	3	803	557
Change in share premium reserve	46	842	711	23	446	938	33	150	475	42	317	158
Cost of new issues		-50	070	-4	795	091	-4	958	050	-2	313	420
Profit or loss for the period	-1	704	386	-10	698	501	-69	407	881	-20	947	730
Total equity at the end of the period	41	419	568	71	375	660	41	390	926	43	565	281

Cash Flow Statement – Parent Company

		3 months			3 months				6 months		6 months	
CASH FLOW STATEMENT, PARENT COMPANY		I apr - 30 jun 2016			l apr - 30 jun 2015			I jan - 30 jun 2016			I jan - 30 jun 2015	
(SEK)									•		•	
Operating activities												
Net Income	-	1 069	267	-	5	862	128	-	I 704 386	-	10 698 501	
Adjustments to reconcile net income to cash		332	374			333	404		664 748		666 807	
Adjusted Income	-	736	893	-	5	528	724	-	I 039 638	-	10 031 694	
Cash flow from current operations before	-	736	893	-	5	528	724	-	I 039 638	-	10 031 694	
changes in working capital												
Cash flow from changes in working capital												
Increase(-)/Decrease(+) in operating receivables	-	4 750	749	-	14	569	088	-	3 593 025	-	8 167 383	
Increase(-)/Decrease(+) in operating liabilities		5 074	973	-	14	837	553		2 139 514	-	7 550 895	
Cash flows from operating activities	-	412	669	-	34	935	365	-	2 493 149	-	25 749 972	
Investing activities												
Shareholders contributions paid			-	-	6	000	139		-	-	15 000 139	
Acquisition of subsidiary			-				-					
Acquisition of intangible assets			-				-		-	-	51 869	
Acquisition of tangible assets			-				-					
Cash flow som investing activities			-	-	6	000	139		-	-	15 052 008	
Financing activities												
Share issue			-		43	303	970		I 783 098		43 303 970	
Cost of new issues			-	-	4	364	091	-	50 070	-	4 795 091	
Cash flow from financing activities			-		38	939	879		I 733 028		38 508 879	
Cook flow for the marie of		410	660		4	005	625		7/0 :0:		2 202 12:	
Cash flow for the period	-		669	-		995		-	760 121	-	2 293 101	
Cash and cash equivalents, beginning of period			206		2	057			773 658		2 354 646	
Cash and cash equivalents, end of period		13	537			61	545		13 537		61 545	