

PRESS RELEASE

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The Board of Mavshack AB (publ) Appoints New Chairman And Allocates Resources For The Planned Parallel Listing in Asia

Board of Mavshack has appointed Christer Enqvist as new Chairman until the next AGM. Former Chairman Fredric Forsman has chosen to resign in order to focus on Mavshacks previously communicated parallel listing in Asia. Christer Enqvist has previously been a member of Mavshacks board and has a solid background in international sales.

To be successful with the previously announced parallel listing in Asia, the Board has decided to give Fredric Forsman the task to manage the work.

- Fredric Forsman has played a crucial role in Mavshacks development, says Jonas Litborn, CEO Mavshack. The Board and I are delighted that he will remain working as the company's legal representative and leading the process aiming for a parallel listing in Asia. We hope for a successful listing and the opportunities it would give Mavshack.

The appointment of Christer Enqvist as the new Chairman is in line with the company's increasing sales focus. Christer Enqvist has worked with global sales for many years, including global sales and business development in Finnish Fiskars OY. With his international network in the back, Christer Enqvist will support Mavshack's sales and business development organization.

- We are extremely pleased that Christer has agreed to become Chairman and to take a more active part in Mavshacks development, says Jonas Litborn, CEO Mavshack. With his international sales background and network, he will play an extremely important role for Mavshack.

In connection with this, the subsidiary Mavshack Movies AB is restructured and given an assignment with a clearer focus on sales. Sukhdeep Boghal, former VP Marketing And Strategy within Mavshack AB, is appointed CEO of the subsidiary.

Christer takes office as Chairman on September 10 September 2014.

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About Mavshack AB (publ)

Mavshack runs one of the world's fastest growing Internet TV service with Asian movies in HD, music videos and TV shows without commercials. The service is accessible from any Internet-connected device at a low monthly fee and based on streaming technology. Already today Mavshack has the largest library of Filipino and Indian titles and has signed an agreement with Asia's leading content providers. Mavshack is a Swedish company listed on NASDAQ OMX under the ticker MAV. Certified Adviser is Erik Penser AB. More information about the company is available at www.mavshack.se.