



Press Release

Stockholm, 27 January 2026

Mavshack Announces the Launch of “Mavshack Milio Movie Marathon” on Feb 7, 2026

Mavshack is pleased to announce the official launch of the Mavshack Milio Movie Marathon, a curated block of 26 Hollywood movies sourced for distribution across the Philippines market. This milestone follows the strategic content acquisition and partnership initiatives previously announced, under which Mavshack secured access to Tagalog-dubbed Hollywood films via RightsLedger Philippines and ITN Studios for distribution on the Pinoy Xtreme Channel. This extremely popular Filipino channel is carried by over 600 local satellite cable networks all across the Philippines reaching over 650,000 Filipino households. Moreover, Mavshack Milio was able to secure the prime time slot of 7pm - 11pm on Saturdays as well as Sundays for this Movie Marathon.

The Mavshack Milio Movie Marathon is ready to broadcast, offering audiences marquee entertainment content that has been carefully selected from hundreds of available features. All 26 films which will be dubbed in Tagalog for the movie marathon, are now confirmed as part of the inaugural line-up, designed to drive high engagement and viewership across multiple platforms.

To support the launch and maximize commercial impact, Mavshack is now offering Platinum, Gold, and Silver sponsorship packages for brands and partners seeking visibility and integration within the marathon programming. Sponsorship opportunities include on-screen brand placement, promotional segments, advertising within movie breaks, and bespoke co-marketing collaborations tied to the 26-film event.

Anand Jhingan, CEO of Mavshack AB, commented:

“We are thrilled to formally launch the Mavshack Milio Movie Marathon — a pivotal rollout of high-value content that reflects our commitment to entertainment innovation and regional distribution excellence. With the movies now selected and sponsorship packages available, we look forward to strong partner engagement and audience excitement as we bring this marathon to life.”



The Mavshack Milio Movie Marathon represents a major step forward in Mavshack's content expansion strategy in Southeast Asia, building on the company's established partnerships and streaming technology platform.

For more information about Mavshack visit www.mavshack.se or contact:
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About Mavshack

Mavshack is a global software company specialising in streaming since 2007. The company's primary product is a proprietary cloud-based live shopping platform that enables brands to produce live, interactive video content for marketing purposes. This platform allows companies to offer digital shopping experiences via websites, social media and other digital channels. Mavshack AB (publ) is listed on the Nasdaq First North Growth Market under the short name "MAV". The Certified Adviser is Mangold Fondkommission AB (publ). More information is available at www.mavshack.se