

Press release
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Mavshack to address a broader range of the Filipino Diaspora by publishing news as a category of content.

Daily morning and evening Philippine news coupled with a popular daily social commentary TV show will be made available this week on Mavshack. This strategic move is to attract new subscribers who want something more than entertainment as well as offer the possibility for all subscribers to stay updated with what is going on back home in more depth.

Aksyon TV News, one of the leading news and public affairs programs in the Philippines will be made available on Mavshack. Aksyon TV News airs in the morning as *Aksyon sa Umaga* (Action in the Morning) and in the evening as *Aksyon Prime* (Prime Action), both of which shall be made available daily to Mavshack subscribers. These news programs cover breaking news, current affairs, sports, show business, international news and editorial commentaries. It aims to keep Mavshack's target diaspora Filipino subscribers updated with the latest happenings in the Philippines.

Complimenting the formal nature of presenting the daily events through the abovementioned news and public affairs program, is the daily light social commentary show *Word of the Lourd* which pokes fun on current events and social issues. It ventures into a fresh manner of delivering current concerns through its host Lourd De Veyra.

Both programs were secured through the expanding partnership of Mavshack with Pilipinas Global Network.

“The introduction of Aksyon TV News and *Word of the Lourd* in the growing offering of Mavshack furthers our thrust to deliver fresh and relevant content to our subscribers. These new programs are aimed to make our target audience feel a little closer to home thereby cultivating and enhancing viewer experience and subscription loyalty”, says Rainier David, CEO of Mavshack.

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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