

## **Mavshack: Mavshack broadens its content and raises capital**

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### Contract with WingMedia

Mavshack is taking another step in its expansion by entering into agreements with Chinese Wings Media, part of China's second largest media house, the Shanghai Media Group (SMG). SMG has 13 television channels and produces over 20,000 hours of content per year. Mavshack's agreement included a mix of television series, drama, reality shows and feature films.

*"Previous work and partnerships are making it easier for us to get access to, and agreements with the big players on the Chinese market,"* says Per Lundquist, VP Sales & Acquisitions.

Mavshack China was launched on [mavshack.com](http://mavshack.com) and iOS/Android apps in January 2014. Wings Media is the third content provider associated with our service. Mavshack already has distribution agreements with Tsanghao Animations and H.Brother.

### Direct share issue

In order to broaden Mavshack's on-going marketing campaigns an additional SEK 5.6 million was injected to the company through a direct share issue from a group of Finnish investors. The issue price was set at SEK 0.37 and the number of shares outstanding will be increased by 15 197 837.

For more information:

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## **About Mavshack.com**

The web portal [mavshack.com](http://mavshack.com) offers a subscription-based movie on demand service where users can enjoy Asian content. Users register online and has the possibility, threw a secure payment, to start a monthly subscription. In some countries there is also the possibility for users to buy a voucher in selected partner stores. Subscribers then enjoy access to unlimited content, such as full-length movies in HD, music videos or TV-series. All without ads or breaks. Users select a preferred content page, but always have access to the entire catalogue of Asian content. It is possible to watch from a computer or threw the Mavshack app on a mobile devise. New content is added on a weekly basis.

Mavshack AB (publ) is publicly traded on Aktietorget ([www.aktietorget.se](http://www.aktietorget.se)).