

Press Release

Stockholm, 24 November 2025

Mavshack sponsors CineGoma Film Festival to Launch *Mavshack Milio* and Connect With Emerging Filmmakers

Mavshack, the global digital entertainment company, is proud to announce its participation in the 6th CineGoma Film Festival, one of the Philippines' fastest-growing platforms for emerging storytellers. This year's festival features over 100 short film entries across student, professional, commercial, AI-driven, and regional categories — marking CineGoma's largest edition to date.

Mavshack's presence at CineGoma highlights the company's commitment to supporting creative talent and accelerating the growth of independent cinema in Southeast Asia. The festival provides a unique opportunity to engage with directors, screenwriters, producers, and rising creative voices from all across the Philippines.

At the event, Mavshack will officially introduce Mavshack Milio, its newest creator-focused initiative designed to empower filmmakers through streamlined distribution, digital monetization tools, and global audience access. Milio aims to bridge the gap between local storytelling and international visibility, ensuring that fresh voices and regional narratives can reach viewers worldwide.

"CineGoma is a celebration of passion, authenticity, and the power of storytelling," said Ray Young, for Mavshack. *"We are excited not only to launch Mavshack Milio here, but also to connect with the next generation of directors and writers who are shaping the future of Filipino cinema."*

Throughout the festival week, the Mavshack team will host meet-and-greets, creative sessions, and private consultations for filmmakers interested in distribution partnerships and future collaboration. Mavshack Milio will also be presented to festival participants seeking new digital pathways for their short films, documentaries, and narrative projects.

The CineGoma Film Festival takes place November 24–29, 2025, bringing together industry professionals, student filmmakers, cultural advocates, and cinema enthusiasts for screenings, panels, and awards ceremonies celebrating stories of resilience and human experience.



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