

Press release
January 4th, 2017

Mavshack Records Highest Monthly Sales for December and Exceeds the 1 Million Subscription Level for the Fourth Quarter 2016.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
October	10 894	73%	308 909
November	4 889	72%	342 865
December	3 893	72%	355 625

Total Q4 2016	19 676	72%	1 007 399
Total Q3 2016	15 258	83%	627 773
Total Q2 2016	17 947	64%	341 358
Total Q1 2016	47 152	69%	265 839
Total Q4 2015	26 061	34%	106 236

*) Amount of new first time registered subscribers. This includes basic subscribers (those who get free access to limited content) and paying premium subscribers.

**) Share of new subscribers who pay for either a 1-day or 30-day subscription. It shall be noted that different trial periods is offered depending on geographical market.

***) Including 1-day and 30-day subscriptions. Note that subscribers can have purchased more than one-day pass during the period. The number includes both new and recurring subscribers. Subsequent reconciliation of sales through mobile operators API's are made quarterly.

Mavshack has completed the last month and, consequently, the 4th Quarter of 2016 on a high note with record setting subscription levels. For December 2016, Mavshack recorded its highest monthly sales at 355.625 sold subscriptions resulting in total sales of 1.007.399 for Q4 2016. This is an increase of 60% over Q3 2016 (627.773).

These remarkable numbers serve as a testament to Mavshack's Middle East approach and expansion strategy, starting from the UAE and extending into Bahrain and Kuwait. For Q4, the continued popularity of the Mavshack service in these areas facilitated this historic sales performance. In terms of content, live sports has proven to be a success story for Mavshack, especially the Philippines Super Liga (PSL) Volleyball that is noted to have scarce availability via any other source in the Middle East. With Basketball being the number one sport amongst Filipinos, Mavshack has intensified efforts to reduce the piracy infringements on the Philippines Basketball Association (PBA) content in the Middle East region and this should hopefully result in increased viewership of basketball content as well.

Based on the 2016 performance, Mavshack needs to integrate its capabilities into new markets in 2017 to continue its growth strategy. The current plans are afoot to further Mavshack's presence in other Middle Eastern countries with large Filipino diaspora such as Saudi Arabia, Oman and Qatar. In parallel, efforts are also underway to make inroads into other countries with notable Filipino migrant population.

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This information is information that Mavshack AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08:45 CET on January 4th 2017.

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 Bank. More information about the company is available at www.mavshack.se