



August 3, 2017

PRESS RELEASE

Mavshack Movies sold 190 354 subscriptions during July 2017

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
May	148	89%	207 515
June	75	100%	183 659
July	14 517	78%	190 354

Acc. Q3 2017	14 517	78%	190 354
Total Q2 2017	355	74%	619 637
Total Q1 2017	5 071	66%	820 370

*) 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 Movies align it's service in line with the regulatory changes across the Middle East as well as to explore new ways of marketing. These marketing activities started to show results this month with 14 517 new subscribers added in just July 2017 itself, helping to sell a total of 190 354 subscriptions this month. Most of the new subscribers have come from a marketing push in the UAE and going forward Mavshack Movies will replicate the same in the markets of Kuwait, Oman and Bahrain as well.

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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 12:00 CET on August 3, 2017.

About Mavshack AB

Mavshack AB (publ) invests in companies within technical development towards digital entertainment. The Mavshack Group comprises the subsidiaries 24hTech and Mavshack Movies together with the associated company Ambientmedia. Our goal is to simplify our clients' business processes by offering services within integrated platform solutions, streaming technology, direct carrier billing and content production such as Augmented Reality. 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