

Mavshack: Mavshacks expansion follows plan, offers private placement to U.S. based institutional investors

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- Continued expansion is on track
- Private placement for U.S. based institutional funds
- Applying for listing on the NASDAQ OMX First North, reverse split 1:20
- New Board proposed Annual General Meeting (AGM)
- The Board intends to list the company in the Singapore Stock Exchange (SGX)

Mavshack have worked hard during the past year to prepare the company in achieving its goal of becoming the preferred choice as source of Asian movies online. The company can now present several important steps in that direction, and the Board is confident that the target of 500 000 registered users for the first quarter will be achieved.

The company has signed licensing agreements during the weekend with additional Indian content providers to enhance the company's library of film titles, which now includes a new category for children's films. These new agreements give Mavshack access to the world's largest library of Indian content online.

"Through these agreements Mavshack consolidates its position as the leading player in the streaming of local content in the Asian market." said Sukhdeep Bhogal, VP Marketing & Strategy for Mavshack.

To fully take advantage of Mavshack's leading position in the Asian market, the company has made a direct share issue to two U.S. based institutional investors raising funds totaling 18 000 000 at a price of SEK 0.36 per share. The new share issue is done with the authorization from the Extraordinary General Meeting held last December of 2013. In connection with the offering, the company will issue 50 000 000 new shares.

Mavshack is currently listed on Aktietorget, and is now applying for listing on NASDAQ OMX First North. To make this happen as soon as possible, Erik Penser Bank as been appointed as the company's Certified Advisor.

Mavshack also intends to conduct a listing of its shares on the Singapore Stock Exchange (SGX) this fall of 2014. The decision is based on the fact that a good number of the company's end users

are in the region, and the Board is satisfied that Mavshack's company value will be represented better in this way.

To the annual shareholders assembly, two new directors are proposed to join the Board: Johan Gorecki and Christer Enqvist. Johan Gorecki, has extensive experience in the media market and has worked both at MTG and the Bonnier Group. He has been involved in moving forward a number of exciting growth companies. He is also a director of the listed company Rehact and has also served on the Board of Inter Alia, Speedledger and Solarus. Christer Enqvist is a entrepreneur with a broad experience in helping Nordic companies reach out to the global market.

"For Mavshack, the past 12 months have been extremely intense and I look positively to the move to NASDAQ OMX First North, and soon in the SGX. For us, it is the natural step to take and that creates unprecedented opportunities for Mavshack to broaden the shareholder base further. We can already see the results of the proposed move to strengthen the Board and that two U.S. based institutions are entering with capital in the company. We also believe that this will increase Mavshack's share holder value in the long term," says Jonas Litborn, President and CEO Mavshack AB.

The Board will also propose in the April 11 AGM to do a reverse split of Mavshack's shares as a result of the move to get listed on NASDAQ OMX First North which requires a share price of at least € 0.50. The formula is set to 1:20, which would make the number of shares equal to 31 111 325 after the decision. To help small shareholders reach even lots in relation to the split, the largest shareholders, including President and CEO Jonas Litborn will make enough shares available.

For more information:

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About Mavshack AB (publ)

Mavshack AB (publ) with offices in Stockholm, Toronto, Los Angeles, Manila and Jakarta, runs a streaming platform providing online access to various Asian content via its web portal. Mavshack aims to be the biggest Asian content provider, accessible globally. In January 2014 the catalogue of content available on Mavshack.com was over 3 000 titles. Mavshack has signed agreements with the following content providers: RAPI films, Tsanghao Animation, H Brother, Java films, VIVA communication, VIVA TV, PBO, Unisys, Indiacast and Rajshri Entertainment.

Mavshack AB (publ) is a publicly traded company (www.aktietorget.se)

About Mavshack.com

The web portal 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.