

Press release

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India's largest online marketplace to promote Mavshack

Snapdeal, India's largest online marketplace will start promoting and selling subscriptions for Internet TV network Mavshack. In future consumers will also be able to experience Mavshack within the Snapdeal ecosystem, making the service even more accessible.

"Partnering with Snapdeal is a good way for Mavshack to increase name recognition within the Indian market. We highly value the marketing and sales channel that now becomes available to us", says Anders Lindén, Mavshack's CEO.

The partnership with Mavshack allows Snapdeal to widen its entertainment portfolio.

"Entertainment as a category is going digital quite rapidly and we are excited to offer Mavshack to our millions of users across 5000+ towns and cities across the country", says - Snapdeal's Saif Iqbal, Head of Innovation.

About Snapdeal

Snapdeal's vision is to create India's most impactful digital commerce ecosystem that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 12 million+ products across 500+ diverse categories from thousands of regional, national, and international brands and retailers. With millions of users and 150,000 sellers, Snapdeal is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. With its acquisition of Freecharge in 2015, a leading mobile transactions platform, Snapdeal has become the largest mCommerce company in the country. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as SoftBank, BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

For further information, visit www.snapdeal.com

About Mavshack AB

Mavshack runs one of the world's fastest growing Internet TV services, providing Asian entertainment to audiences worldwide. The service is accessible via internet-connected device and currently have users in more than 80 countries. Through agreements with Asia's leading content providers, and currently offering the largest media library of Filipino and Indian titles, Mavshack is the obvious place for Asian entertainment in local languages.

Mavshack is a Swedish company listed on NASDAQ First North under the ticker MAV. Certified Adviser is Erik Penser Bankaktiebolag. More information about the company is available at www.mavshack.com.