

Press release
September 5th, 2016

Mavshack sold 219 654 subscriptions in August 2016, an increase of 62 %, all time high boosted by an exceptional response from the Kuwait market.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
July	6 288	73%	135 868
August	3 513	93%	219 654
September			
<i>Accumulated Q3 2016</i>	<i>9 801</i>	<i>80%</i>	<i>355 522</i>
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.

The integration with Viva Kuwait Telecom was completed and launched after the end of the Holy Month of Ramadan in mid July. During the month of August Mavshack has been marketed in Kuwait and the response has been extraordinary with over 100 000 daily subscriptions sold. Regarding older markets the growth in new customers were limited although the consumption of live sports* was high when it comes to volleyball. For basketball the growth in consumption was modest due to the discovery of several illegal piracy sites. Mavshack is working closely with the content owner in order for the content owner to close sites that publish PBA games without a proper license. This is of high importance to Mavshack in order to capitalize on the acquired license to publish live streaming of basketball from the Philippines. Mavshack also launched a 24/7 TV-channel** for Internet connected devices in USA and Canada but since this launch was in the second half of august it is too early for any conclusions.

After the launch in Kuwait, Mavshack's next launch is planned for Saudi Arabia, which is expected to start in September.

*) On July 12, Mavshack introduced live sports through the company's acquisition of license rights to the Philippine Basketball Association (PBA) games for the current cup and the 2016-2017 Season and the Philippine SuperLiga (PSL) volleyball games for the same license period.

**) On August 18, Mavshack announced the introduction of the Kapatid TV5 linear grid as a live online TV channel for its North American subscribers.

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For more information please contact
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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 Limited. More information about the company is available at www.mavshack.se

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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 September 5th 2016.

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