

## **Press Release**

Stockholm 2025-10-08

### **Mavshack CEO to Subscribe for SEK 200,000 in Mavshack's Ongoing Share Issue**

Mavshack AB (publ) announces that its CEO Anand Jhingan has expressed his intention to subscribe for 8 000 000 shares amounting to SEK 200,000 (SEK 0.025 per share) in the company's ongoing share issue, without preferential rights. Since this subscription is mainly without subscription rights, the company will disclose how many shares Anand Jhingan were able to subscribe to at a later date.

With this investment, Anand Jhingan joins Mavshack's chairman, Alfredo Matta, in demonstrating confidence in the company's new strategic direction. Jhingan's participation underscores his belief in Mavshack's future potential and continued development.

Anand Jhingan currently holds 200,000 shares in Mavshack AB.

**For more information about Mavshack visit [mavshack.se](https://mavshack.se) or contact:**

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Mavshack is a global software company that has specialized in streaming since 2007. The company's primary product is a proprietary and cloud-based live shopping platform with which brands can produce live and interactive video content for marketing purposes. The platform enables companies to offer digital shopping experiences that can be distributed via websites, social media and other digital channels. Mavshack's live shopping initiative was launched in 2020 and is headquartered in Stockholm. Mavshack AB (publ) is listed on the Nasdaq First North Growth Market under the short name MAV. The Certified Adviser is Mangold Fondkommission AB (publ). More information is available at [www.mavshack.se](https://www.mavshack.se)