

Press Release
September 23, 2015

Mavshack appoints the CEO and launches first own production in October

Anders Lindén was appointed acting CEO on May 12th 2015 has been appointed CEO of Mavshack.

- We need a firm hand to keep the changes that the company is currently undergoes. Anders has since he took over as acting CEO demonstrated that he has the qualities and dedication that this work requires. We just begun the work to integrate the recently acquired company, Ambient Media, started production of own content and launched Mavshack in the Middle East by telecom companies Du and Etisalat. This pace we now need to keep up, says the company chairman Tobias Fridman.

The acquisition of 51 percent of the Philippine production company Ambient Media was conducted July 29, 2015. The acquisition has strengthened Mavshacks continued ability to offer an attractive range of Philippine movies and TV series. Through the acquisition Mavshack also an in-house production capability that includes subtitles and dubbing of movies and TV series.

- We intend to release our first self-produced content, Mavshack Original, in mid-October. It is an animated children's series that we will be launching. The launch will also be the initial works for a clear effort to diversify Mavshacks range of children content, says Anders Lindén.

Mavshack believes that self-produced content will be increasingly important to attract and retain paying subscribers.

- Own property and content exclusively for our subscribers is important for our competitiveness. Our successful efforts the very popular youth series Jadine (produced by our content partner Viva) shows this clearly. At next report 30 October I hope to present a format for representing information about Mavshacks subscribers and its development in priority markets, says Anders Lindén.

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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 high quality 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.se.