

Mavshack: Mavshack.com continues to grow in January

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The number of registered users on mavshack.com continued to grow in January of 2014. By the 31st of January, the number reached 243,957, which is a 19.6% increase compared to the previous month. We are pleased with the aforementioned increase, given that the paid version of Mavshack India with the increased number of titles was first launched in the middle of the month. The target of reaching 500,000 registered users for mavshack.com by the end of the first quarter 2014 still remains on track.

After our press release regarding user statistics for December 2013, we have received questions regarding our definition of a Mavshack registered user. We would like to take this opportunity to clarify this.

To be considered a Mavshack registered user, the user should have an account created in mavshack.com and should have bought a subscription or used a voucher code within the last 3 months prior to the audit period. Those who have signed up and have not been active in the last 3 months are not included in the statistics of registered users.

The main reason why we have now chosen to use the term “number of registered users” instead of the term “paying subscriber or paying user” which we have done before, is as follows:

A Mavshack subscription is sold in several ways - first and foremost is the sale of the 30 day subscription with automatic debiting inside mavshack.com; second is sale of voucher codes through our network of retail stores (e.g. 7-Eleven in the Philippines, Sea Food City in the USA); and third, is through third-party partner sites (e.g. gpn.ph). Since a number of voucher codes sold in retail stores and at third-party sites are not immediately used on the same day or on the same month, the term “registered users” for presenting the statistical data of mavshack.com is the most accurate one at any given time period.



On January, Mavshack signed several important agreements with Indian content providers which in total gives mavshack.com over 1,800 Indian titles in 14 different languages. This spring, Mavshack is committed in expanding the content offering in India with a clear objective to become a major provider with broad range of Indian movie titles.

In the Philippines, we are proud of our close cooperation with Viva Entertainment. The partnership continues to develop and Mavshack has shortened the time from theatrical release to premiere at mavshack.com to two weeks only. In January, we also started implementing for the launch in retail stores and 7-Eleven, with over 1,000 store chains, is the first retailer to be up and running. Later this quarter, an additional 3,500 stores will start selling Mavshack 3-day, 7-day and 30-day vouchers (subscriptions).

Facebook Statistics for January

In January, the migration of Mavshack's Facebook Player from Facebook to mavshack.com continued. Henceforth we show films via mavshack.com where we will increase the likelihood of additional sales. We will of course continue to build our community on Facebook, but in a smaller scale than before. In January, Mavshack had 1.9 million Facebook followers in total.

Increased international interest

In order to meet the increased interest from foreign investors, Mavshack has begun investigating which marketplace would be best suited for future trading of Mavshack's shares. Furthermore, we will issue all press releases in both Swedish and English from now on.

The next reporting date where we will release the Financial Statement Bulletin for 2013 will be on February 21, 2014.

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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.