

Press release  
January 11, 2016

## **Mavshack sold 38 670 subscriptions in December – new subscriber base increases**

*The number of new subscribers increased from 6,398 in the previous month to 9,905 in December. Amongst new subscribers 41 % were paying subscribers which is a significantly higher proportion compared with the previous month (24%). The sale of daily subscriptions slowed during the last two weeks of December due to the Filipino diaspora in the Middle East returning home during the holiday season. A total 38,670 subscriptions were sold during December of which almost 36,900 these were day subscription\*.*

Month	New subscribers*	Paying users among new subscribers**	Total sold subscriptions***
Total Q3	13 340	14%	7 757
October	9 758	34%	23 422
November	6 398	24%	44 144
December	9 905	41%	38 670
Total Q4	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.

\*\*\*Including 1- and 30-day subscriptions. Note that a subscribers can have purchased more than one day pass during the period. The number includes both new and recurring subscribers.

The total number of sold subscriptions during December declined in comparison with the previous month due a decline in sales during the Christmas holidays. Mavshacks partners in the Middle East attributes declining sales during to the target group, the Philippine diaspora, paused their subscriptions when returning to their homeland country for the Christmas holidays. An increase in sales during the weeks after the holiday season confirms this.

Total subscription sales shows how the overall business is developing. The recruitment of new subscribers and their retention, as well as the conversion to paying subscribers, are key measures to assess how well the business model is working. Mavshack follow these numbers closely and adjust its activities according to how they develop.

\*Mavshack sells daily subscription in the Middle East for the approximate equivalent of USD 0.80. The 30 day subscriptions are sold for USD 6.99 or the equivalent in local currencies in certain countries.

**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](http://www.mavshack.se)