



Mavshack AB and VIVA Communications announce worldwide broadcasting of new titles

Stockholm/Manila 2013-09-27

Mavshack announced its expansion into the global streaming market with its licensing acquisition of an additional 1,000 titles adding to the existing library of titles bringing the total to 2,400 with another 1,000 expected to be added before December 2013. The licensing agreement with VIVA Communications, Philippines and subsidiaries makes all titles available globally and expands the market for Mavshack by over 100 million new potential users worldwide. Mavshack is poised to announce several new licensing agreements in the coming months.

”This agreement with VIVA Entertainment opens up the Philippines and 13 other metro markets worldwide where the Filipino is grouped primarily as Overseas Foreign Workers.” stated Fredric Forsman, Chairman of the Board for Mavshack AB. ”We are thrilled to deliver local content to the Filipino community which currently is estimated to be in over 200 countries worldwide. We will deliver content to any web-enabled device wherever our users reside and this new user market will expand our subscriber base aggressively.”

”The demand for our library of titles had been growing more everyday as Filipino’s in Hong Kong, Dubai, Riyadh, London, Ireland, Italy and more were expressing their desire to be able to access Mavshack.com” according to Jerry Lozano, Global Director for Mavshack Philippines.

”We are achieving a 2 million Universal Reach according to Facebook’s Insights via our Facebook streaming (facebook.com/mavshack) but many of those users were not able to access Mavshack.com due to the licensing limitations. With all borders open, Mavshack fans can now enjoy large library of their favorite films, concerts, sports and television series where and when they want to view.”

”I’m proud to partner with Mavshack as this will make available the Philippines’ biggest film library to our kababayans globally on new media platforms. Also in the future, we should also make it possible to stream live entertainment events across the continents. For the last 3 years we’ve been partners with Mavshack on a limited arrangement but because of their commitment to



further grow the business we have decided to open the service globally. We are very happy to say that we are the first local content producer that will have it's content anywhere, and anytime, on any device to Filipinos worldwide. ” Vic Del Rosario, Jr, Chairman and CEO of VIVA Communications.

For more information:

Jerry Lozano
Global Director, Mavshack Philippines
jerry.lozano@mavshack.com
+63 9995637928

31st Floor, IBM Plaza Building
Cyberpark, Eastwood City
Libis, Quezon City, Philippines
Twitter: @MavshackPH
www.facebook.com/mavshack

Mavshack AB (publ)
Karlavägen 60
114 49 Stockholm

www.mavshack.com

www.facebook.com/mavshack
www.facebook.com/mavshackab
www.facebook.com/mavshack.id
www.facebook.com/mavshack.in

About Mavshack AB (publ)

Mavshack AB (publ) with offices in Stockholm, Toronto, Los Angeles, Manila and Jakarta runs Mavshack.com, one of the fastest growing movie sites in the world. Mavshack also provides technologies to stream media in a cost efficient way.

Mavshack AB (publ) is a publicly traded company (www.aktietorget.se)