

Press Release
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Mavshack and Ambientmedia enters into eSport venture

Esports World Federation (ESWF), a Philippine organization promoting eSports as a true world recognized sport and discipline has agreed to sanction mobile based esports games produced by SlikFlix Studio Pte. Ltd. These games branded as “Bayan Ko vs. Bayan Mo” (translated as “My Town vs. Your Town”) will run starting May 2019 (the “eSports Games”). For this purposes, Ambientmedia will house the actual games for which its facilities has been designated as the Center for eSports Excellence. Mavshack, for its part, has been appointed as the global streaming distribution partner of the developed content. The eSports games will also be shown on free to air television in the Philippines through Asian Television Content’s programs in IBC 13.

Arniel Gutierrez, the President of ESWF said: *“We are excited with this new development and look forward to the Bayan Ko vs. Bayan Mo eSports games”*. On the other hand, Rey Sanchez, the Managing Director of Slikflix stated: *“The Bayan Ko vs. Bayan Mo esports games is something to truly look forward to because it will seek out talents from grass roots communities from all over the Philippines where the winner will be further trained and developed for international eSports events. We are eager to begin the venture with our strategic partners Mavshack and Ambientmedia and we expect great things to happen with this synergy.”*

The Philippines has been reported as having 29.9 Million gamers placing it in the 29th position worldwide in terms of gaming revenue. (Source: newzoo.com 2017). There is also an estimated 2.2 billion gamers worldwide.

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Mavshack AB (publ)

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About Mavshack AB (publ)

Mavshack AB invests in companies which focus on digital distribution. The group are 24hTech and Mavshack Movies as fully owned subsidiaries and AmbientMedia as a 50% owned company. Since the year 2007 we help customers simplifying their processes of business by offering full service within platform solutions, streaming technology, direct carrier billing and the latest technology within audio, video and AR-production. Mavshack AB (publ) is listed at Nasdaq First North as MAV. Certified Adviser is Erik Penser Bank. Phone: +46 8 463 83 00, Email: certifiedadviser@penser.se Visit www.mavshack.se for more information.