

Press Release

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Mavshack: Distribution and backend Agreement with VMobile to move 100,000 subscriptions

MAVSHACK.COM, the leading subscription-based streaming service of Asian HD movies, music videos and TV shows, is pleased to announce a direct sales program with VMobile Technologies., one of the largest direct marketing sales companies in the Philippines, representing over 400 brands and products.

Mr. Jerry Lozano, Mavshack Director for Philippines, has developed a bundled program combining Mavshack and Smart Telecommunications to be distributed and sold by VMobile. The initial phase of the campaign will target the 1.35 million VMobile registered users via a limited offer of numbered Commemorative collectible cards followed by the next phase in October targeting the 80 million Catholics in the Philippines.

This agreement taps the 1.36 million registered VMobile users to buy the bundle pack which currently includes the Commemorative Papal Card with authorized image of Pope Francis, celebrating the January 2015 planned visit. The card will come bundled with the Mavshack subscription and a SMART telecommunications SIM chip and calling credit.

“We are putting Mavshack together with the leading telecommunications company so that registration will be facilitated by immediate access to the data service provided by SMART. This will not only insure sales for Mavshack, but activation as well”, said Jerry Lozano.

The initial target campaign is set to launch August 15 with pre-sale of the sequentially numbered collectible cards in sets of 4 images at 25,000 units each. Expected sales are pegged at 100,000 in August and September. Follow-on sales will be achieved through the immediate registration of the card holder for future programs expected to deploy right after the Papal Visit involving a loyalty program with secondary agreements with the Philippine Chamber of Commerce and its 3800 business members as well as the 120 delegate chapters worldwide.

Veritas Foundation cardholders will be able to subscribe monthly or reload their cards instantly at any bank, convenience store or online vs. the LoadExtreme backend being used for the campaign. Special deals, promotions and new releases will be announced via website, social media and e-newsletters to members.

“We wanted to set a goal of 100,000 initial pre-sales of the card to jump start the program with the limited edition printing of the 4 images. The Philippines has an estimated 80 million Catholics so penetration is expected to reach into the millions of sales in 2015. Every parish in the country will be participating in on-going sales beginning October, 2014 so sales during the Christmas season are expected to be robust. The addition of over 300 brands expected to list on the program will make the card extremely valuable to the card holder,” said Lozano.

This may very well be the largest effort yet attempted by the Church to create a beneficial fundraising campaign where the consumer, brands and the Church receive a return in discounts, reduced costs to reach the consumer and more social programs.

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About Mavshack AB

Mavshack runs one of the world's fastest growing Internet TV service with Asian movies in HD, music videos and TV shows without commercials. The service is accessible from any Internet-connected device at a low monthly fee and based on streaming technology. Already today Mavshack has the largest library of Filipino and Indian titles and has signed an agreement with Asia's leading content providers. Mavshack is a Swedish company listed on NASDAQ OMX First North under the ticker MAV. Certified Adviser is Erik Penser AB. More information about the company is available at www.mavshack.se.