

Press release
April 23, 2015

Mavshack enters six Middle Eastern countries in partnership with IMS

Mavshack will enter six Middle Eastern countries in partnership with IMS, a leading Consumer electronics retail network. IMS will both actively promote and sell Mavshack subscriptions throughout the region.

Mavshack subscriptions will primarily be sold through so called bundled packages. This means that Mavshack subscriptions will be sold bundled for consumers who buy devices such as phones, tablets, set top boxes and laptops. The IMS retail network deals in all major electronics brands.

“The Middle East, where the Asian community has a strong presence, is an important market for Mavshack. We are happy to enter this new market with a strong local partner who are committed to actively promote our brand”, says Sukhdeep Bhogal of Mavshack Movies.

IMS product distribution channel consist of 900 traditional and CE Hyper Markets across 27 cities in the UAE, Kuwait, Qatar, Bahrain, Oman and Kingdom of Saudi Arabia.

“Bundling Mavshack with devices is the key to combine content with consumption platforms. Asians as well as natives in Middle East will be thrilled to see such an offering from IMS. We are excited to offer Mavshack in our retail & online sales”, says Mr. Abdulla Ahmad Al Qassim, the CEO of IMS.

About IMS

The company’s historical and future success is grounded in collective commitment to our core values which includes innovation, honesty and integrity. We don’t just sell stuff, we create experiences and craft memories. We offer our customer wide range of products which includes, Digital Satellite Receivers, Healthy Juicer, Fashion Apparels, Smart phones, Tablets, Operator Services, Karaoke Systems, at competitive prices backed by prompt delivery and excellent customer service. Some of the top selling brands include Alcatel, Humax, Hurom, Dagi ,Hyundai, Apple, Nokia, Samsung, Huawei, Blackberry.

About Mavshack AB

Mavshack runs one of the world's fastest growing Internet TV services, providing Asian entertainment to audiences worldwide. The service is accessible via internet-connected device and currently have users in more than 80 countries. Through agreements with Asia's leading content providers, and currently offering the largest media library of Filipino and Indian titles, Mavshack is the obvious place for Asian entertainment in local languages.

Mavshack is a Swedish company listed on NASDAQ First North under the ticker MAV. Certified Adviser is Erik Penser Bankaktiebolag. More information about the company is available at www.mavshack.se.

For more information about IMS please visit www.imsdubai.com/

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