

Press release

July 17, 2015

Tobias Fridman appointed new chairman of Mavshack

Mavshack Board of Directors has appointed Tobias Fridman, after Christer Engqvist, as its new Chairman at its inaugural meeting. Tobias is a General Counsel and Head of Business & Product Development Legal Services at the consultancy firm More Time.

After the Annual General Meeting on July 16, Mavshacks Board members in addition to its Chairman, consist of Jonas Litborn, Ulf Nilsson and newly elected Rains David and Freddie Matta. The new members both have extensive expertise on the content side and a strong network within the Filipino entertainment industry.

Rains David is President of the Philippine production company Ambientmedia is aspiring subsidiary of Mavshack. Rains David is also the General Counsel of Global Link Holdings. Freddie Matta is an entrepreneur and founder of Ambientmedia and has also been CEO of Global Link Group. Matta produced the first full-length film in 3D in the Philippines. As a result of Mavshacks purchase of 51 percent of Ambientmedia from Global Link, Global Link becomes a shareholder in Mavshack.

Mavshacks strategy is to strengthen its offering with relevant and attractive content in the form of television series and movies, targeting Filipinos and Indians living outside their home country. Part ownership of Ambientmedia offers Mavshack its own production capacity and location capabilities (dubbing, voice-over and subtitling).

For further information, please contact:

CEO Anders Lindén,
Phone: 08-12451790

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. Mavshack AB (publ) is a publicly traded company listed on Nasdaq OMX First North under the ticker MAV. Certified adviser is Erik Penser Limited. More information about the company is available at www.mavshack.se