



Mavshack mobile app Pre-installed on MyPhone Smartphones

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Premiere cell phone distributor MyPhone, Philippines today approved the Mavshack.com mobile application for its full line of Android smartphones. Pre-installation will be initiated on soon to be released units. MyPhone distributes cellphones in high priority target markets for Mavshack including Macau, Hong Kong, Malaysia and the Philippine islands.

”The installation of the Mavshack mobile app into the MyPhone units is a major step towards establishing distribution throughout our major markets” stated Jerry Lozano, Global Director for Mavshack Philippines. ”We wanted to partner with a truly Filipino cell phone and in particular, the leading edge Iceberg phone with its quad core, high definition capabilities to stream targeted content from a handheld.”

”Mavshack provides us with the perfect content that is directly in line with the marketing objectives and strategies of MyPhone” stated Director of Business Development Kirt Ugas. ”We pride ourselves in being the ”first” to provide innovative content on our cell phone products and Mavshack is exactly that with a good mainstream focus of films and an exciting and growing portfolio of independent films that will please our buyers in all markets.”

”MyPhone currently sells an average of 500,000 units per month with 40% of those units operating on the Android platform and capable of streaming Mavshack content. This gives us a potential new user market of 2,400,000 buyers in the next 12 months. That coupled with the ability to promote the Mavshack mobile app to the current millions of registered users puts the Mavshack mobile app in the forefront of content streaming for the Filipino market” stated Lozano.

The future of entertainment content is digital as more and more viewers use their gadgets instead of the television to access that content. Mavshack takes pride in bringing hard to find, but great to discover, content to the global Filipino diaspora around the world.

Mavshack.com will be available online through desktops, laptops, tablets and Smartphone’s on www.mavshack.com, Facebook.com/mavshack and soon to launch Global Pinoy Network (GPN.ph). The new mobile app allows users to register and buy load or subscription directly from their handheld units.

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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)