

Press release
March 12, 2015

Mavshack takes important next step towards producing own content – partners with Filipino production giant Ambientmedia

Mavshack steps up its presence in the Philippines by partnering with award winning production giant Ambientmedia. This new partnership bolsters Mavshack's ability to produce its own content and allows the company to strengthen its presence in the Philippines.

Ambientmedia will act as both Mavshack's production partner and new local representative in the Philippines. The partnership commenced this week and is now in full effect.

"I am extremely happy that Mavshack has formed this partnership with such an important player on the Filipino market. Ambientmedia's experience in the entertainment and production industry is highly valuable for us going forward," says Jonas Litborn, Mavshack's founder and CEO.

Ambientmedia is in the forefront of content development, digital content delivery, augmented reality, motion capture technology and mobile application development in the Philippines. It is the only production company in the country to have produced a full length 3D animated feature. With several award winning productions and a strong portfolio of family and children content, the Ambientmedia and Mavshack partnership is a perfect match for both companies.

"We are delighted to have Mavshack as our partner. This new partnership provides Ambientmedia another avenue to reach an international audience, including the millions of Filipinos who live around the world," says Rains David, CEO of Ambientmedia.

About Ambientmedia

Ambientmedia offers complete, end to end entertainment and multimedia solutions. From animation, audio and video production as well as everything in between. Ambientmedia is based in Manila and has over 6 000 employees. For more information please visit www.ambientmedia.ph

About the Filipino market

The Philippines have a population of about 99 million. Currently there are also 10.5 million Filipinos estimated to be working or residing in more than 200 countries. <http://www.cfo.gov.ph/>

For more information contact
Jonas Litborn
President and CEO
jonas.litborn@mavshack.com
+46 70 640 07 40

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.

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.