

Letter from the CEO

March 22, 2016

Dear Fellow Shareholder:

With the appointment made last 26 February 2016 by the Board of Directors, I have the privilege of introducing myself to you as Mavshack's new Chief Executive Officer. I am honored to be given the opportunity to serve in this capacity and I humbly believe that my innate understanding of the target market coupled with my extensive experience in business, negotiations and legal frameworks will greatly facilitate and bring forth a rejuvenated and focused Mavshack this 2016 and in the coming years.

As you may have observed, the management team has worked tirelessly in 2015 to do housecleaning and bring up the subscriber base of Mavshack. This was not easy, but it was necessary to have a clean slate and move forward. Although you may not have heard of me aside from my being a member of the board of directors, I have quietly but effectively contributed to the efforts in 2015 and worked with the management team in Stockholm to represent the best interest of the Company, put forth activities which would bring financial benefits to Mavshack and pressed hard for the acquisition of new and relevant content.

My goals for Mavshack in 2016 is to further increase our subscriber base by: (i) providing relevant content to our target audience; (ii) building up our content library through cost effective acquisition strategies; (iii) increasing our market presence through innovative means of entering new markets; and (iv) having a properly planned, coordinated and focused marketing strategy. Once these goals are achieved in 2016, I am confident that Mavshack will be able to grow in leaps and bounds by 2017.

As a shareholder myself, I know that you are anxious for a return of your investment. Rest assured that this expectation is considered in all contracts entered, every dollar spent and each decision made. Be that as it may, if we are to truly create a Mavshack that will bring for us continuous dividends in the long run, I have to request for your continued understanding, support and patience as we channel our resources to build up new content and undertake planned marketing activities for the purpose of securing a larger and stable subscriber base. Rest assured that I, together with the management team, will be transparent in our transactions and will unceasingly work hard to secure a good future for Mavshack and its shareholders.

Thank you for your continued support and I look forward to meeting you in the forthcoming AGM.

Rainier David, CEO Mavshack

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. The company operates its business on a proprietary technology platform.

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