

PRESSRELEASE
Stockholm 2015-02-09

Mavshack raises new capital: Strengthens distribution channels and capitalizes on new consumer behavior and the growing middle class in Asia.

Mavshack will raise approximately SEK 32 million in a new share issue towards existing shareholders. The rights issue is fully underwritten by the main shareholders, who continue to show great confidence in Mavshacks future, and external guarantors. Investments will be made to meet the changing consumer habits in Asia where both a shift to electronic payments and new online devices or on the rise. The new capital will also enable Mavshack to speed-up its market expansion which is primarily focused on regions such as Dubai, India and Chinese speaking communities around the world.

A priority for Mavshack going forward is to meet the changing viewing habits in Asia. Investments will therefore be made to enhance the technical infrastructure for a speedy integration across a wide range of platforms. As announced by the company last month, Mavshack will in the near future be integrated with devices such as Sony Playstation, Microsoft Xbox, Smart TV from Sony and Samsung, Sky powered Now and Roku.

Mavshack will also strengthen its distribution among the Asian diaspora "For the first time, Mavshack will target the Philippine community in the United Arab Emirates. In Dubai alone, The Philippine community makes up an astonishing one fifth of the city's population. This market currently have no access of Philippine entertainment and according to our own market research there is a strong demand for our service. We look forward to entering into that market in the near future," says CEO Jonas Litborn.

As the middle class expands in Asia, specifically among Mavshacks prime markets, there is a great opportunity to capitalize on new consumer behavior. An increased use of mobile and alternate payments like Alipay in China and mobile cash wallets in India means that Mavshack can expand its online sales. Subscription service in Asia has been heavily relied on offline sales in the form of pre-paid cards. A shift to more online sales benefit Mavshack as it becomes more accessible. A part of the capital will therefore be dedicated to integrate with the various mobile payments systems across Asia.

"As CEO and shareholder I see great expansion potential for Mavshack, and as the market and consumer behaviors in Asia changes, it does so in our favor," Jonas Litborn continues.

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 service with Asian movies in HD, music videos and TV shows without commercials. The service is accessible from any Internet-connected device at a low monthly fee and based on streaming technology. Already today Mavshack has the largest library of Filipino and Indian titles and has signed an agreement with Asia's leading content providers. Se more at www.mavshack.com.

Mavshack s a Swedish company listed on NASDAQ OMX under the ticker MAV. Certified Adviser is Erik Penser AB. More financial information about the company is available at www.mavshack.se.