

Press release
June 7th, 2016

Mavshack sold 116 807 subscriptions in May 2016.

Mavshack sold 116 807 subscriptions in May 2016. The number of new subscribers were 4 484 of which 53% were paying subscribers.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
March	22 330	65%	121 894
April	12 018	64%	124 076
May	4 484	53%	116 807

Accumulated Q2 2016	16 502	61%	240 883
Total Q1 2016	47 152	69%	265 839
Total Q4 2015	26 061	34%	106 236

*) Amount of new first time registered subscribers. This includes Basic subscribers (those who get free access to limited content) and paying premium subscribers.

**) Share of new subscribers who pay for either a 1-day or 30-day subscription.

***) Including 1- and 30-day subscriptions. Note that subscribers can have purchased more than one-day pass during the period. The number includes both new and recurring subscribers. Subsequent reconciliation of sales through mobile operators API's are made quarterly.

After the launch in the United Arab Emirates including its approximately 1 million Filipinos, the launch of Bahrain and its nearly 80,000 Filipinos has been completed. This launch has been important as a test of cooperation with Intigral International FZ-LLC, a subsidiary of Saudi Telecom Company (See release dated April 13, 2016). The most common means of payment for Mavshacks target group in the Middle East are through mobile phones where the subscribers mainly buy day-passes. Consequently integration with local mobile operators is essential. The number of new subscribers is lower than previous periods, which is explained by Bahrain being a significant smaller market than the United Arab Emirates. The number of sold subscriptions remains at a satisfactory level and the second quarter 2016 will report a material increase compared with the first quarter 2016. Mavshacks next objective is to launch its product through mobile operators in Kuwait (0.3 million Filipinos) and Saudi Arabia (1.6 million Filipinos). This is planned to start in the third quarter (July to September) this year.

For more information please contact
CEO Rainier David, Phone +46 8 12451790
CFO P-O Östberg, Phone +46 8 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. 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