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Mavshack Accelerates Its China Investment And Recruits Head of China

Mavshack continues its rapid expansion in Asia and recruits Yanling Duan, a well-known business and media profile both in China and internationally, as the new Head of China. With the recruitment of Yanling, the China investment will enter a new, more expansive phase.

Yanling Duan is best known as the face and brain behind China's first TV show featuring design and lifestyle that has been broadcast on national Chinese television for over ten years. She has also established a successful branding and communications agency, Dui'A COMmunication, and worked as Editor-in-Chief of Case da Abitare / Rizzoli China.

- We are excited to welcome Yanling Duan to lead and develop the business in China, which is one of our most important markets, says Jonas Litborn, CEO Mavshack. With her international background, including Sweden and the United States, she has the perfect combination of Chinese and international mind set, she know our business inside and out and has a network of contacts of which Mavshack will have a tremendous benefit.

Yanling starts at Mavshack during the third quarter of 2014. Assignment then is to rapidly develop the existing business, build an organization, and to purchase rights and develop Chinese content, in the first step content aimed at Chinese living outside of China. The focus will be on movies, TV shows, lifestyle, and education/edutainment.

- It is an exciting mission to lead Mavshacks expansion in China, says Yanling Duan. The position we are aiming for is unique and will give us great opportunities. For personally, I feel it is a bonus to work in a Swedish company since I have worked a lot in Sweden, and with Swedes with good experiences.

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