

Press release  
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## **Ambientmedia's biggest and award winning movie soon on Mavshack**

*Mavshacks subsidiary Ambientmedia will show its award-winning animated movie RPG on the company's streaming service. The movie is co-produced by Ambientmedia and the Filipino film company Star Cinema/ABS-CBN. Ambientmedia has now obtained the right to show the movie on Mavshack. Mavshack is also exploring the possibility of additional revenue channels from the movie.*

The movie RPG will soon be made available to subscribers of Mavshack's streaming service. Mavshack is also exploring more ways to capitalize on the movie's popularity through distribution to TV channels and non-competing streaming services. In addition to this, Ambientmedia and Mavshack are exploring the potential to also capitalize on trademark licenses through merchandising such as toys, which was initially around when the movie was playing in theaters.

“Ambientmedia is very proud of the movie RPG. It took us several years to produce and was awarded three prizes at the 2010 Metro Manila Film Festival. We are pleased that we together with Mavshack are able to bring new life to the movie via the streaming service, but also by exploring new distribution channels and opportunities for merchandising,” says Rains David, President Ambientmedia.

Mavshack has since the acquisition of Ambientmedia gained closer relations to Filipino content providers, obtained in-house production capabilities and strengthen ties and knowledge of local Filipino culture and the target group's preferences. This has opened up new revenue channels while at the same time strengthened Mavshack's streaming service.

“The streaming market has gained even more traction as of late with Netflix recently launching in 130 countries. While Netflix is focusing on Hollywood content and at the same time making it more difficult for their international customers through its controversial VPN-blocks, Mavshack remains as a global streaming service for Filipinos and Indians around the world,” says Anders Lindén, CEO Mavshack

Read more about the movie at <http://therpgmovie.com/>

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### **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](http://www.mavshack.se)