

July 14, 2016

Letter from the CEO

Fellow Shareholders:

Four (4) months from my appointment, I am pleased to share with you this update on the developments and activities in Mavshack.

Pursuant to the goals in my first CEO letter, I have concentrated on 5 main areas of concern to push Mavshack further forward. These 5 concerns are: (1) the acquisition of relevant content at cost effective levels (“CONTENT”); (2) the strengthening of the backend machinery to efficiently carry and manage the content (“BACKEND”); (3) the presentation of the content and the backend with a subscription/conversion orientation (“UX”); (4) the deployment of target market oriented marketing strategies (“MARKETING”); (5) achieving the above at a cost efficient level while delivering on target sales (“SOUND FINANCIALS”).

For CONTENT, I utilized March and April for the acquisition of relevant content. In May 2016, I was able to secure the license for more than 1,000 hours of content which includes current TV programs, live news and movie titles. The newly secured content was obtained at the most ideal licensing arrangement which allows Mavshack financial breathing space whereby the bulk of licensing payments will only mature when subscriptions are secured. As you may have also recently seen in our PR and on our website, I was also able to secure premium sports content for which we now have live and archived games of the Philippine Basketball Association (PBA) and the Philippine Super Liga Volleyball. These premium sports content was also secured under cost efficient arrangement. Note that basketball is the unofficial national sport of the Philippines and PBA has a very strong following among Filipinos worldwide. In addition and for the purpose of having a unique selling proposition to our content line-up, an ONLY on Mavshack production is now underway in Ambientmedia which should be available by the later part of this year.

In order to maintain our status as a world class global provider of content, it was decided that the Mavshack BACKEND required updating and polishing in order to provide better content delivery at the most cost efficient manner..The UX goes hand in hand with the BACKEND as any efficiently delivered content must be accessible with ease and with the best possible user experience. It is envisioned that with a subscription/conversion oriented website, target SALES will be better facilitated.

In terms of MARKETING, strategic activities were implemented when the new content started uploading last May 2016. To maximize the MARKETING mileage from our extensive library, a weekly content release plan was formulated where, based on the same, a coordinated information dissemination strategy was patterned. The full potential of this plan had been slightly sidelined by the recently concluded holy month of Ramadan which limited our activities in the Middle Eastern Region but starting this July, this plan will allow the Mavshack marketing team, through weekly information blasts, to stay in touch with the our past and current subscribers and make announcements on

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.

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Facebook, Twitter, Google ads and SMS to entice and market to new subscribers world wide especially with subscribers going through our telco partners as this is where growth is notable. Supplementary to this, Ambientmedia is also being tapped to support in marketing materials that will make our communication more attractive, enticing and effective.

The above activities entail cost to maintain and pursue and I am pleased to note the support given by you, my fellow shareholders, in our last Annual General Meeting when you approved a mandate for the board of directors to issue a maximum of 80 000 000 shares to support the activities needed to be undertaken in moving forward. As recently announced we have utilized 30 000 000 shares from this mandate in a new share issue to Abara Equities in order to finance licensing, marketing and development activities in the strategic areas we need to invest in.

With the above matters that have been, is currently and will be implemented, it is targeted that a marked improvement in Mavshack over-all performance will be achieved in the coming months. The ride in performing my tasks as CEO is, admittedly, bumpy and complicated at times but I assure you of my unwavering commitment to do the best in terms of delivery and performance.

Rainier David,
CEO Mavshack

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