

PRESS RELEASE
Stockholm September 11, 2014

Mavshack appoints new CFO

On September 1, 2014 Per-Olov Östberg replaced Olle Knaust as CFO of Mavshack. Per-Olov Östberg previously had a position as CFO of Swedish technology company Xelerated and has held various management roles in a number of companies, including Nordea and Apple.

The six years at Xelerated have given Per-Olov Östberg an extensive experience in the development of start-up companies with a focus on the global market, organizationally, structurally and business-wise. Several of Per-Olov Östberg previous management roles have been in complex organizations with cultural challenges.

These will be important assets for Mavshack in the highly expansive phase and the global efforts that the company finds itself.

- Per-Olov Östberg is incredibly important in Mavshacks continued development and expansion globally, says Jonas Litborn, CEO Mavshack. His main task initially is to ensure that we have effective and well-structured routines and work, which is a necessity given the scale and complexity of the company's global efforts.

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About Mavshack AB (publ)

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.