

## Press Release

November 6<sup>th</sup>, 2017

### **Mavshack continue to grow with over 334.000 subscriptions sold in October 2017 (+30% from September 2017)**

Mavshack has managed to add yet another 31.430 new subscribers, which is an increase from September 2017 with 81% and an all time high for the company regarding new customer acquisition. 24hTech continue to grow as well and based on revenues from September and October, the company is heading towards revenues around USD 650K for the next 12 months.

Tommy Carlstedt, CEO of Mavshack, comment the sales of October; “We are following our plan and it looks good for Mavshack and our units show growth through both 24hTech and Mavshack Movies. To attract more than 31.000 new customers to Mavshack Movies is really great and a proof that our marketing in the Middle East is paying off.”

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
August	16 282	80%	223 671
September	17 392	87%	256 198
October	31 430	76%	334 034
<b>Acc. Q4 2017</b>	<b>31 430</b>	<b>76%</b>	<b>334 034</b>
Total Q3 2017	48 291	82%	670 223
Total Q2 2017	355	74%	619 637
Total Q1 2017	5 071	66%	820 370

\*) 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. It shall be noted that different trial periods is offered depending on geographical market.

\*\*\*) Including 1-day 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

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This information is information that Mavshack AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08:45 CET on November 6<sup>th</sup> 2017.

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#### About Mavshack AB (publ)

Mavshack AB invests in companies which focus on digital distribution. The group are 24hTech and Mavshack Movies as fully owned subsidiaries and AmbientMedia as a 50% owned company. Since the year 2007 we help customers simplifying their processes of business by offering full service within platform solutions, streaming technology, direct carrier billing and the latest technology within audio, video and AR-production. Mavshack AB (publ) is listed at Nasdaq First North as MAV. Certified Adviser is Erik Penser Bank. Visit [www.mavshack.se](http://www.mavshack.se) for more information