

PRESS RELEASE
Singapore October 30, 2014

Mavshack Enters Strategic Partnership Involving Access to Over 200,000 Hours of New Entertainment and Co-production of Original Content

Mavshack has signed a strategic partnership agreement with Hub Media Group Singapore whereby Mavshack get access to thousands of hours of new content that continuously is adapted to the preferences of Mavshack's users. The partnership also includes co-production of original content.

The agreement with Hub Media Group gives Mavshack access to a huge library of titles, and the possibility to continuously customize our entertainment selection; add and remove titles on the OTT platform based on their popularity.

- This is a landmark deal as it gives us the opportunity to always have a dynamic content that is modified based on our subscribers' preferences, says Mr Jonas Litborn, CEO Mavshack AB. We will gradually add titles, evaluate and replace those that do not measure up. This is a very important agreement for us and will strengthen our position in our key markets.

The partnership with Hub Media Group also includes co-production of original content that will initially be exclusive to Mavshack.com and subsequently distributed in other channels. Hub Media is responsible for the subsequent distribution of the co-produced formats, thus creating a new revenue opportunity for both companies.

- Hub Media is excited to sign an agreement with a global player like Mavshack and co-operate with them to develop original content, said Mr Kevin Balheetchet, CEO Hub Media Group . We are already engaged in content production in a number of markets, and are very successful in this.

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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 First North under the ticker MAV. Certified Adviser is Erik Penser Bankaktiebolag. More information about the company is available at www.mavshack.se.

About Hub Media Group

Hub Media is a global film, content and format distribution company with production and financing capabilities, IP creation, production management services, content and licensing expertise. The core service include consultancy in media management, providing customised solutions to the needs of cable operators. Hub Media was incorporated in Singapore in 2007 and co-produces and distributes content spanning a range of genres: Children, Documentary, Lifestyle, Drama, Film and Formats.

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