

Press Release

November 6th, 2017

Mavshack forays into South East Asia with Maxis Partnership

Mavshack has made a move into the South East Asian market while forging a partnership with Maxis Berhad, the leading communications services company of Malaysia, providing a variety of communications products, applications and value added services, based out of Kuala Lumpur. Maxis today have over 11.5 Million subscribers in the Malaysian market encompassing their 3G and 4G LTE technologies.

With this partnership, Mavshack brings their model of telecom-enabled payments that has been highly successful in the Middle East, now to Malaysia. Speaking on the subject Mavshack CEO Tommy Carlstedt said, "There are over 700K Filipinos and 2.5 Million Indians living and working in Malaysia today. This would be a channel for them to explore content that has been hitherto unavailable to them. The same diaspora love our services in the Middle East and we are confident that they will appreciate us here too."

The focus would be on providing a hassle free, high quality service with access to thousands of TV series, movies as well as LIVE/VOD Women's Sports including the Philippines Super LIGA (PSL).

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For more information please contact
CEO Tommy Carlstedt, Phone +46 8 12451790

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 14:45 CET on November 6th 2017.

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 for more information