

Press release
April 5th, 2017

Mavshack maintains consistent performance despite changing environment, sold 820 370 subscriptions in the first quarter 2017.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
January	2 108	77%	303 686
February	2 230	53%	251 679
March	733	73%	265 005
Acc. Q1 2017	5 071	66%	820 370
Total Q4 2016	19 676	72%	1 007 399
Total Q3 2016	15 258	83%	627 773
Total Q2 2016	17 947	64%	341 358
Total Q1 2016	47 152	69%	265 839
Total Q4 2015	26 061	34%	106 236

*) 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.

For the month of March 2017, Mavshack sold 265 005 subscriptions. Total sales for Quarter 1 2017 became 820 370 subscriptions, an increase with 209 % compared to the same quarter in 2016. Compared to the last quarter (Q4-2016) sales are down 19 %. This is due to the previously communicated change of the Regulatory environment in the Middle East that continues to dictate changes and on the heels of the Onetime Password (OTP) requirement being made mandatory in the UAE. Besides this, Viva Bahrain subscribers were successfully migrated from Intigral to T-Pay while the new aggregator for Viva Kuwait is still awaited. Though these changes have now been accommodated, they have led to a very limited number of new subscribers being added this month.

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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 April 5th 2017.

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.

Mavshack AB (publ) is a publicly traded company listed on Nasdaq First North under the ticker MAV. Certified adviser is Erik Penser Bank. More information about the company is available at www.mavshack.se