

Press release
October 5th 2017

Mavshack Movies grew and sold over with 670 000 subscriptions during the third quarter

Another successful quarter for the Mavshack Group where 24h Tech signed its first agreement to develop and operate streaming platforms and Mavshack Movies shows continued growth with more than 670,000 subscriptions sold in Q3 2017.

24h Tech has signed a deal in September to develop a unique streaming platform for HomeTV.se. It is the first deal of this kind and very important for the Mavshack Group, both from an income perspective and the prestige to develop and operate the platform. This deal gives the Group an opportunity to showcase the skills and experience gathered over the years of development of Mavshack Movies streaming platform.

"We are very pleased with the deal and are also actively pursuing new collaborations regarding our streaming platform, where we can offer everything from some parts to complete products," says Tommy Carlstedt, CEO of Mavshack. "We know that we are well placed in international competition regarding commitment, quality and prompt delivery, which means that any collaborations work well beyond Sweden's borders. "

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
July	14 617	78%	190 354
August	16 282	80%	223 671
September	17 392	87%	256 198

Acc. 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.

**For more information please contact
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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 October 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