

Press release  
April 21<sup>st</sup>, 2017

## **Mavshack signs agreement on rights to large library of English-language audio- and e-books**

Mavshack AB (publ) and Anncona Media AB have started collaborating on the rights of a large number of classic works in English focusing on Classic Literature, Sci-Fi, Fantasy and Horror.

Mavshack AB (publ) with subsidiaries, is active in digital entertainment and digital services. Our main business is SVOD for the Philippine and Indian Diaspora, which, through collaboration with telephone operators, provide easy access to the service over the phone.

The publishing house Anncona Media AB has a large library of classical literature, especially works in the English-language. The publishing company has focused on the genres Classic literature, Sci-Fi, Fantasy and Horror. The works are delivered as audio- and e-books.

*"I look forward to the cooperation, which in the first step means that we strengthen our offer for our customers through this content supplement. The audio- and e-books will initially be included in the existing platform, where technology, distribution and competence already exists. In the long term, we will see additional opportunities, by producing own audio- and e-books via AmbientMedia, in local languages relevant to our customers. We also have the ambition to investigate the possibilities of eventually releasing a platform adapted solely for audio"* says Tommy Carlstedt, CEO Mavshack

The collaboration will begin immediately, where the process for including audiobooks in existing platform has already begun.

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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 13:00 CET on April 21<sup>st</sup> 2017.

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### **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](http://www.mavshack.se)