

Press release
May 10, 2016

Mavshack sold 124 076 subscriptions in April

Mavshack sold 124 076 subscriptions in April. The number of new subscribers in April totaled 12 018 of which 64 percent were paying.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
February	9 163	65%	85 068
March	23 330	75%	121 894
April	12 018	64%	124 076
Accumulated Q2 2016	12 018	64%	124 076
Total Q4 2015	26 061	34%	106 236
Total Q1 2016	47 152	69%	265 839

*) 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.

***) Including 1- 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. Regarding sales through API integration with Telecom operators reconciliations are subsequently made every quarter.

Mavshack has during the first four months of 2016 focused its efforts in the United Arab Emirates, through cooperation with mobile operators Du and Etisalat, targeting the country's approximately 1 million Filipinos among which a mobile device is used as the primary method of payment. Subscribers in this region overwhelmingly purchase daily subscriptions. In April it was announced that Mavshack entered a strategic agreement with Intigral International FZ- LLC, a subsidiary of Saudi Telecom Company, and launched the same type mobile service and functionality in Bahrain and Kuwait as in the United Arab Emirates (please see press release from April 13, 2016 [here](#)). Integration testing with Viva Bahrain began during the last week of April.

"Considering that focus shifted in April from United Arab Emirates to Bahrain, which resulted in a lower increase in new subscribers, it is pleasing to see that the number of sold day passes exceeds the previous month", says CEO Mavshacks Rainier David.

For more information please contact

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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 Limited. More information about the company is available at www.mavshack.se