

Press release  
December 2, 2015

## Mavshack sold 44 000 subscriptions in November – customer base increases

*Mavshack continues to recruit new subscribers with the objective to increase the number of paying subscribers. During the past three months Mavshack has acquired 27 000 new subscribers. All sales channels (credit card purchases online, in-app purchases and sales through telecom operators) increased. In total, 44 000 subscriptions were sold in November, most of which were daily subscriptions through Du and Etisalat in the Middle East. Daily subscriptions\* is a cost effective way for consumers to use Mavshack's streaming service. Subscribers who purchase daily subscriptions have on average bought 5-8 per month.*

Month	New subscribers*	Paying users among new subscribers**	Total sold subscriptions***
July	1 216	5%	195
August	1 523	4%	272
September	10 601	16%	7 290
<b>Total Q3</b>	<b>13 340</b>	<b>14%</b>	<b>7 757</b>
October	9 758	34%	23 422
November	6 398	24%	44 144

\*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 a subscribers can have purchased more than one day pass during the period. The number includes both new and recurring subscribers.

Mavshack continued with marketing campaigns in November primarily targeting the Filipino diaspora. Starting the end of September, one of the telecom operators in the Middle East commenced marketing activities that resulted in a strong influx of new subscribers in September and October. Of the more than 6,000 new subscribers acquired in November, 1 500 were new paying subscribers. The total number of paying subscribers in November exceeded 5 000, which is a sharp increase.

Total subscription sales shows how the overall business is developing. The recruitment of new subscribers and their retention, as well as the conversion to paying subscribers, are key measures to assess how well the business model is working. Mavshack follow these numbers closely and adjust its activities according to how they develop.

\*Mavshack sells daily subscription in the Middle East for the approximate equivalent of USD 0.80. The 30 day subscriptions are sold for USD 6.99 or the equivalent in local currencies in certain countries.

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