



## Mavshack: Mavshack title sponsor for pop sensation Sarah Geronimo and increasing content considerably

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Mavshack sponsors a six concert, national tour of the “Princess of Pop” Sarah Geronimo on her “Ultimate 10 Tour”. As one of the title sponsors, Mavshack will be activating promotions for the November 15<sup>th</sup> concert at the Araneta Stadium and the November 30<sup>th</sup> concert at the Mall of Asia. The third concert will be lined up for December 7<sup>th</sup> at the Waterfront Hotel in Cebu. Three additional concerts are to be scheduled in 2014.

“Mavshack will strategically coordinate the concert activities with its national launch of subscription and pre-paid sales programs”, said Jerry Lozano, Director of Mavshack Philippines. “We now have 1,400 titles and adding a further 1,000 titles in the next 8 weeks. Sports, films, short films, animation, tv series and more will be available worldwide. We will push hard within the 100 million target population. Our mobile apps are already available on iTunes and Android’s Playstore coupled with retail and online pre-paid sales will make the fourth quarter Christmas season a robust and landmark quarter for Mavshack”, said Lozano.

“The geographic spread, coupled with the number of entitlements will allow a market-by-market penetration via face-to-face, print/TV and social media”, stated Lozano. “The national exposure and superb sponsorship support provided by entertainment partner VIVA Entertainment will provide Mavshack support team based in Metro Manila with the material, publicity and activation benefits necessary to get a strong return on investment”, said Lozano.

“Sarah G’s stage presence is dynamic and matches our demographic target perfectly. Her online presence is explosive with over 820 000 fans on her official Facebook page and a strong brand penetration on her Twitter” said Lozano.

For more information or questions contact:

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Mavshack AB (publ) is a publicly traded company ([www.aktietorget.se](http://www.aktietorget.se))