

Press release
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Mavshack: Offline viewing available from January

Mavshack subscribers will from early January be able to access movies and TV series through offline viewing. This is a major competitive advantage in regions where limited Internet access and the cost of mobile data traffic can be a hurdle for SVOD- services such as Mavshack. Offline viewing will also create added value for subscribers who do not always have access to the Internet, for instance commuters.

Offline viewing will initially be available with mainly Mavshacks Filipino content, including TV series #Jadine. Mavshacks ambition is to offer subscribers as much of its content as possible offline. Offline viewing will only be available for Mavshacks paying Premium subscribers.

“We are happy to soon offer a significant portion of our content offline. Mobile data traffic is a significant cost in most regions where Mavshack operates. This is a good way to both increase accessibility and usability of our service. We believe that there is a great demand to easily download a movie and/or some TV episodes over WiFi in order to later watch it from anywhere you want,” says Anders Lindén, CEO Mavshack.

Offline viewing will at the start be available on Android devices and later on iOS and other platforms.

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