

Press release  
September 4<sup>th</sup>, 2017

## Mavshack Movies returns to Growth with 223 671 subscriptions sold in August

The hard work of the Mavshack team is beginning to bear fruit with a return to growth evidenced by the sale of 223 671 subscriptions in August 2017, a growth of 17% over the sales of last month (190 354 subscription sold in July 2017). More over this month Mavshack added more than 16 000 new subscribers adding to the 14 000+ new subscribers added last month.

*"We are delighted to see that our marketing activities in the Middle East are generating great numbers of customers subscribing to our service right now; says Tommy Carlstedt, CEO of Mavshack. We will continue to work hard and we will introduce the Swedish Women football league Live, starting in September, based on the fact that our customers enjoy live sport at mavshack.com."*

September 4th 2017.

For more information please contact  
CEO Tommy Carlstedt, Phone +46 8 12451790

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
June	75	100%	183 659
July	14 617	78%	190 354
August	16 282	80%	223 671

Acc. Q3 2017	30 899	79%	414 025
Total Q2 2017	355	74%	619 637
Total Q1 2017	5 071	66%	820 370

\*) 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. It shall be noted that different trial periods is offered depending on geographical market.

\*\*\*\*) Including 1-day 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. Subsequent reconciliation of sales through mobile operators API's are made quarterly.

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 08:45 CET on September 4<sup>th</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)