

Press Release

December 11th, 2017

Mavshack Movies sold 292 509 subscriptions in November 2017

Mavshack has consolidated its position by virtue of the advertising campaigns of the last few months and sold 292 509 subscriptions in the month of November 2017. Even though this is a decrease from the previous month, this was done with next to zero advertising, still resulting in the addition of over 5000 new subscribers, as

Mavshack would now like to study the results of the extensive campaigns of the last few months and get deeper into the buying as well as viewing patterns of its most recent acquisitions of new users.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
September	17 392	87%	256 198
October	31 430	76%	334 034
November	5 346	81%	292 509

Acc. Q4 2017	36 776	77%	626 543
Total Q3 2017	48 291	82%	670 223
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

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For more information please contact

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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 12:30 CET on November 11th 2017.

About Mavshack AB (publ)

Mavshack AB invests in companies which focus on digital distribution. The group are 24hTech and Mavshack Movies as fully owned subsidiaries and AmbientMedia as a 50% owned company. Since the year 2007 we help customers simplifying their processes of business by offering full service within platform solutions, streaming technology, direct carrier billing and the latest technology within audio, video and AR-production. Mavshack AB (publ) is listed at Nasdaq First North as MAV. Certified Adviser is Erik Penser Bank. Visit www.mavshack.se for more information