

Press release
May 12th, 2017

Jonas Litborn appointed new chairman of Mavshack

At its inaugural meeting, Mavshack's Board appointed Jonas Litborn as new chairman replacing Tobias Fridman. Jonas is an entrepreneur and founder of, among others, Mavshack and has been part of the Mavshack Board since 2014 and before that company's CEO.

Following the Annual General Meeting on May 5, Mavshack's Board, alongside the chairman, consists of Rainier David, Freddie Matta, Esbjörn Nordesjö and Ragnar Krefting.

Rainier David was CEO of Mavshack AB until April and is still CEO of the Philippine production company Ambient Media. Freddie Matta is an entrepreneur and founder of Ambient Media and has previously also been CEO of Mavshack's largest shareholder Global Link.

Esbjörn Nordesjö has been running own companies for 10 years before Esbjörn worked in Ericsson and 3. Ragnar Krefting has run own companies in the last 25 years in sports and advertising in Sweden and China.

Previous Chairman Tobias Fridman says; *"When I joined the Board in 2015, the company had just gone through its most turbulent period ever and I am pleased that when I now hand over to a new board, I can both leave a better-performing company and have more sustainable income than when I assumed. In addition, I am confident about how the new board can push for the company's development towards a relevant player in digital entertainment space."*

Mavshack's business idea is to develop digital services focusing on digital entertainment. Our streaming service aims to provide relevant and attractive content in the form of Live Sports, News, TV shows and movies. Via Ambient Media, Mavshack has its own video production and AR as well as localization capacity (dubbing, voice over and subtitle).

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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 8:45 CET on May 12th 2017.

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