

Press release  
May 8<sup>th</sup>, 2017

**Mavshack maintain a high level of sales and sold 228,463 subscriptions during April 2017 while compiled library expanded with audio and e-books.**

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
February	2 230	53%	251 679
March	733	73%	265 005
April	132	100%	228 463

<b>Acc. Q2 2017</b>	<b>132</b>	<b>100%</b>	<b>228 463</b>
Total Q1 2017	5 071	66%	820 370
Total Q4 2016	19 676	72%	1 007 399
Total Q3 2016	15 258	83%	627 773
Total Q2 2016	17 947	64%	341 358

\*) 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.

In April, Mavshack AB appointed a new CEO, signed an agreement on audio and e-books in English, and decided to conduct our first hacking hunt, Mav\_hack 1.0, in June.

Sales for Mavshack Movies in April saw 228 463 subscriptions, which is somewhat related to the previously announced changes in the connection processes for customers in the Middle East. For this reason, we have temporarily limited our marketing efforts until our integration is complete and a new registration flow is in place. As a result, the number of new customers has been low. The integration of more telephone operators into our platform remains the top priority for Mavshack. The closest thing to execute is already communicated, Ooredoo in Kuwait, Oman and Qatar, where the integration is expected to be completed before end of May.

Among the current audio and e-books we have selected one hundred of our newly acquired titles, which we are currently integrating to our platform. We do this in order to give the customer an increased range of digital entertainment and thus also create a greater value for our service.

We continue to identify new possible collaborations where needs arise. AmbientMedia is our affiliated company in the Philippines that deals with the latest technologies regarding video production. One of these techniques is AR (Augmented Reality), which is believed to have a major impact on the media in interaction with smartphones in the future. Advertising is becoming increasingly video-based in the future and there we want to be a cost-effective and high-quality partner. The market for this is primarily Sweden where we are actively seeking partners. We want to make better use of the resources available within the Group.

Mav\_hack 1.0 will be our first hackathon where we intend to use dedicated and developmental talents to see the opportunities available to Mavshack. Obviously, we will offer some concrete challenges relating to audio and e-books as well as streaming video, but also leave the game plan open for further good ideas. Of course, we look forward to that activity with excitement!

May 8<sup>th</sup> 2017.

For more information please contact

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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)

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