



July 11th 2017

PRESS RELEASE

Mavshack Movies sold 619 638 subscriptions during second quarter 2017

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
April	132	100%	228 463
May	148	89%	207 515
June	75	100%	183 659

Acc. Q2 2017	355	74%	619 637
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.

The recurring changes in the regulation of the Middle East telecom markets have continued to affect the prerequisites for Mavshack Movies marketing efforts. In order to maintain a strong bottom line Mavshack Movies only uses mobile advertising, the most cost-effective way to reach potential subscribers. Mavshack Movies sold 183 659 subscriptions in June. That indicates a consistent base of subscribers chose to stay with the service. In order to reach out to other potential target groups, opportunities are further explored in applications and joint market activities with local telecom partners.

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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 15:30 CET on July 11th 2017.

About Mavshack AB

Mavshack AB (publ) invests in companies within technical development towards digital entertainment. The Mavshack Group comprises the subsidiaries 24hTech and Mavshack Movies together with the associated company Ambientmedia. Our goal is to simplify our clients' business processes by offering services within integrated platform solutions, streaming technology, direct carrier billing and content production such as Augmented Reality. 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