

Press release
June 9th, 2017

Mavshack sold 207,515 subscriptions during May 2017 and signs an agreement worth 1.2 million SEK

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
March	733	73%	265 005
April	132	100%	228 463
May	148	89%	207 515

Acc. Q2 2017	280	94%	435 978
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.

Sales for Mavshack Movies amounted to 207,515 subscriptions in May. At the end of May, a new collaboration was also initiated with Ooredoo, the operator in Oman and Kuwait. We continue to actively work for optimal market collaboration with all of our operators.

In accordance with the last month's letter, we have continued to expand the company's revenue opportunities. Mavshack Development will be renamed 24hTech, in conjunction with the name change, the new website www.24htech.com will also be launched. Through the website, existing resources within our competence areas will be marketed to create opportunities for more external customer relations. In May, a first contract was signed, which is expected to generate an annual income of approximately SEK 1.2 million.

On June 3rd, Mavshack's first hackathon event was performed under the name MAV_HACK 1.0. Engaged and development-oriented talents (from, among others, the Royal Institute of Technology) were invited to develop Mavshack's business. In our hackathon there was a competition and the winning team developed Augmented Reality (AR) services. We thank all participants and look forward to working on current inputs. Next hackathon will be carried out after the summer, date will be announced later.

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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 08:45 CET on June 9th 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