



August 18th 2017

Press Release

Mavshack to broadcast Swedish Premier division of Women's football, Damallsvenskan, live

Mavshack has signed an agreement with Elitfotboll Dam (EFD) to broadcast Damallsvenskan in the Middle East. Initially it is eight games starting in September. Damallsvenskan adds more depth to Mavshacks already existing live-sports offering with the ambition to attract customers primarily from United Arab Emirates and Kuwait.

"We are looking for new possibilities to enhance our offering for our customers in the Middle East and we know that live-sports is appreciated by them", says Tommy Carlstedt, CEO Mavshack. "Damallsvenskan is one of the best leagues and football is one of the most popular sports in the Middle East so it will be really exciting to see how Damallsvenskan will be received. To be able to work for better accessibility for women sports, in a region where women sports isn't as obvious as in Sweden, feels very joyful."

"We see that the collaboration between Mavshack and Damallsvenskan opens up consumption of women's football in countries where we don't have that possibility today", says Linda Wijkström secretary general Elitfotboll Dam. "We see it as positive to break new grounds and to be able to show premier Swedish football to the rest of the world."

EFD is a club association for Damallsvenskan and Elitettan which are the two top divisions in Sweden. EFD was founded in 1978 and works with the teams with regards to areas of interest for the different stakeholders. Together with Spring Media, EFD has made all 132 games of Damallsvenskan available through damallsvenskan.tv since 2016.

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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