

Press release  
December 5<sup>th</sup>, 2016

Mavshack sold 342 865 subscriptions in November 2016, an increase of 11 %, compared to 308 909 sold subscriptions in October 2016.

Period	New Subscribers*	Paying users among new subscribers**	Units of sold subscriptions***
August	3 513	93%	219 654
September	5 457	88%	272 251
October	10 894	73%	308 909
<b>November</b>	<b>4 889</b>	<b>72%</b>	<b>342 865</b>

<b>Accumulated Q4 2016</b>	<b>15 783</b>	<b>72%</b>	<b>651 774</b>
Total Q3 2016	15 258	83%	627 773
Total Q2 2016	17 947	64%	341 358
Total Q1 2016	47 152	69%	265 839
Total Q4 2015	26 061	34%	106 236

\*) 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.

Mavshack records another month of steady growth figures for the month of November 2016 where it sold 342 865 subscriptions. This increase in sales means that Mavshack already sold more in the first 2 months of the fourth quarter compared to Q3 2016.

Based on historical figures, a comparison of each quarter reveals that Mavshack has experienced a steady sales growth where Mavshack has recorded a notable 613 % growth rate in sales for only two months of sales in Q4 2016 as compared to the sales made for the full three months of Q4 2015 (106 236).

Mavshack attributes this remarkable growth to the successful implementation of the daily subscription model\*\*\*\* which is in tune with the spending habits of the target audience as well as the introduction of live sports in the content portfolio.

Based on the lessons learned this past year, Mavshack intends to fortify further its steady growth by implementing our Telco billing model on other markets and territories catering to the Filipino and Indian target market.

\*\*\*\*) The introduction of daily subscriptions through application-programming interface ("API") with regional mobile operators allows the user to subscribe and unsubscribe on a daily basis using their mobile phone subscription or pre-paid phone number for payments. This has proven to be extremely successful as the Filipino Diaspora favors a low amount before a low price (day pass vs. monthly subscription) for their consumption. The flexibility of being able to turn a subscription on and off on a daily basis seems to be appreciated by the subscriber in such way that he is willing to pay a premium for such convenience compared to the price of a monthly subscription. Depending on which market a subscription is sold 6-9 one-day subscriptions equals the price of a monthly subscription.

December 5<sup>th</sup> 2016.

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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 December 5<sup>th</sup> 2016.

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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)