

Press release
December 10, 2015

Blockbuster Filipino movie Felix Manalo to digitally premiere on Mavshack

The global streaming service Mavshack and the Filipino production and distribution company Viva Entertainment have partnered in the global digital premiere of the blockbuster movie Felix Manalo. The movie is based on the life story of Executive Minister Felix Manalo who is recognized in the Philippines for his contribution towards spiritual enlightenment and good citizenry.

The movie will be available for streaming and permanent downloading on December 30, 2015. For this purpose, Mavshack has developed a cutting-edge solution that enables more than 100,000 concurrent views of the movie.

“We are very happy to partner with Mavshack in this project. It is the first time we are distributing a movie digitally in this manner. As the entertainment industry evolves, new ways to distribute movies need to be explored,” says Vincent Del Rosario, President and COO, Viva Entertainment.

The price for participating in the global digital premiere is at USD 10, which also includes a one month subscription to Mavshack’s regular streaming service. The project is designed as a revenue share arrangement where Mavshack’s participation is confined to providing the technological solution.

“We have developed a cutting-edge technology solution for this project. Leveraging our experience in global streaming, consumer payments and global markets, we have created a platform that is attractive also for future projects”, says Anders Lindén, CEO Mavshack.

The movie has broken two Guinness world records since it was released in theaters in October, 2015*. It has also been screened in several other Asian countries, the USA and in major European countries.

*For more information about the movie’s world records please visit:

<http://www.guinnessworldrecords.com/news/2015/10/philippine-film-portraying-%E2%80%9Cfelix-manalo%E2%80%9D-breaks-two-world-records-at-this-weeken-399601>

For more information about the Felix Manalo movie, please visit www.felixmanalothemovie.com

About Viva Entertainment

Viva Entertainment, Inc, is composed of Viva’s ten companies, and is a vertically and horizontally integrated entertainment group with core businesses in entertainment content development & production, marketing, promotion, and distribution. These content & programs come in various multi-media formats such as: Film, Music, Video, Free TV, Cable TV, Artists & Concerts, and Interactive SNS. More information www.viva.com.ph

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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 Limited. More information about the company is available at www.mavshack.se