Stockholm 28 november 2025

Pressmeddelande

Kvartalsrapport för det tredje kvartalet 2025

FINANSIELL ÖVERSIKT

Belopp inom parentes avser motsvarande period föregående år.

KONCERNENS FINANSIELLA ÖVERSIKT KVARTAL 3 2025
Nettoomsättningen uppgick till 1,3 MSEK (4,4)
Rörelsens intäkter för kvartalet var 1,3 MSEK (4,4)
EBITDA, resultat före avskrivningar uppgick till -0,6 MSEK (-0,7)
EBIT, rörelseresultatet uppgick till -2,07 MSEK (-2,4)
Resultat per aktie uppgick till -0,007 SEK (-0,069)

KONCERNENS FINANSIELLA ÖVERSIKT JAN - SEP 2025
Nettoomsättningen uppgick till 2,1 MSEK (10,2)
Rörelsens intäkter för de första nio månaderna var 2,1 MSEK (10,2)
EBITDA, resultat före avskrivningar uppgick till -3,9 MSEK (-5)
EBIT, rörelseresultatet uppgick till -8,4 MSEK (-12,3)
Resultat per aktie uppgick till -0,031 SEK (-0,35)

MODERBOLAGETS FINANSIELLA ÖVERSIKT KVARTAL 3 2025
Nettoomsättningen uppgick till 0,3 MSEK (0,3)
Moderbolagets intäkter för kvartalet var 0,3 (0,3)
EBITDA, resultat före avskrivningar uppgick till -1,1 MSEK (-1)
EBIT, rörelseresultatet uppgick till -1,6 MSEK (-1)

MODERBOLAGETS FINANSIELLA ÖVERSIKT JAN - SEP 2025
Nettoomsättningen uppgick till 0,9 MSEK (1,1)
Rörelsens intäkter för de första nio månaderna var 0,9 MSEK (1,1)
EBITDA, resultat före avskrivningar uppgick till -2,8 MSEK (-5,4)
EBIT, rörelseresultatet uppgick till -4,3 MSEK (-4,3)

Denna information är sådan information som Mavshack AB är skyldig att offentliggöra enligt EU:s marknadsmissbruksförordning. Information lämnades, genom styrelsens försorg, för offentliggörande den 28 november 2025 kl 09:45.

Händelser under perioden

- Mavshack fokuserar på kärnverksamheten och avyttrar kvarvarande IT-konsultverksamhet
- Mavshack inleder samarbete med We Are Era för lanseringen av @CinemaOneMovies på Youtube.
  Mavshack lanserar sin YouTube-kanal @mavshack
- Mavshacks styrelse beslutar att genomföra en riktad emission om 2 MSEK (50 000 000 aktier) till SOIT AB.
- Mavshack genomförde en riktad emission om 2 MSEK (50 000 000 aktier) till SOIT AB.
- Mavshack YouTube-kanal når 100 Hollywoodfilmer - minst en ny film läggs till dagligen på YouTube.
- Mavshack utser Mangold Fondkommission till likviditetsgarant för bolagets aktie
- Mavshack genomförde en riktad emission om 3 MSEK (75 000 000 aktier) till Slaro AB.
- Mavshack utser Mangold Fondkommission till ny Certified Adviser
- Mavshack decides on a rights issue and presents a financial plan

Händelser efter periodens utgång

- Mavshack forms new production company in the Philippines with RightsLedger
- Mavshack publish investment memorandum
- Mavshack CEO to Subscribe for SEK 200,000 in Mavshack's Ongoing Share Issue
- Two Board members Subscribe for SEK 350,000 in Mavshack's Ongoing Share Issue
- Mavshack's CEO visits Mavshack Milio Productions in Manila
- Mavshack's Rights Issue Fully Subscribed - No Guarantee Commitments Utilized
- Mavshack and RightsLedger Philippines announce strategic agreement on Hollywood Movies for the Philippines
- Mavshack partners with Pinoy Xtreme Channel to deliver Tagalog-dubbed Hollywood movies to Filipino audiences nationwide
- Mavshack sponsors CineGoma Film Festival to Launch Mavshack Milio and Connect With Emerging Filmmakers

VD HAR ORDET

Dear Shareholders,

The first nine months of 2025 have been a period of refocusing and rebuilding Mavshack into a stronger, more disciplined company. From January to September, we streamlined our operations, exited non-core activities, strengthened our capital structure, and accelerated our shift toward a content- and streaming-driven growth strategy.

Sharper Focus on Core Business

During the period, we completed the divestment of our remaining IT consulting operations. This reduced revenue but significantly improved our earnings profile and lowered our cost base. Today, Mavshack is concentrated around three core pillars:

1. **Streaming & live-shopping technology**
2. **Content and channel distribution**
3. **Telecom and broadcaster partnerships**

All investments and resources are now aligned to these pillars.

Strategic Momentum in Key Markets

Southeast Asia has become our primary growth region. In the Philippines, we laid the groundwork for a new expansion plan—supported by our September rights issue—and moved quickly to execute:

- Formation of **Mavshack Milio Productions Inc.**, a majority-owned content production company with RightsLedger Philippines.
- Strategic agreements enabling Hollywood films dubbed in Tagalog for Filipino audiences.
- Strengthened local partnerships with broadcasters and platforms.

We also supported the CineGoma Film Festival in Manila, positioning Mavshack Milio as a new hub for Filipino content creation.

In the **Middle East**, we continued preparations to relaunch our OFW-focused offering through long-standing telecom partnerships, ensuring a stronger product and more scalable commercial model.

India remains an important base for technology development and an emerging market opportunity, particularly for our e-commerce offerings.

Strengthened Financial Foundation

A core achievement this year was improving Mavshack's financial stability:

- Multiple directed share issues to strategic investors.

- Appointment of Mangold as Certified Adviser.
- A fully subscribed **rights issue**, raising approximately SEK 13.3m.
- A new **USD 6m loan facility**, providing up to USD 1.5m per quarter to fund our Southeast Asia strategy.

These steps give us the capital flexibility needed to scale content production, product development, and market launches.

Looking Ahead

Our priorities for the coming quarters are clear:

1. **Execute in the Philippines and Southeast Asia**—turn new partnerships and content pipelines into recurring revenue.
2. **Relaunch and scale our OFW offering in the Middle East.**
3. **Continue disciplined cost and capital management.**
4. **Maintain transparency and consistent communication with shareholders.**

We have taken important steps to simplify the company, rebuild trust, and direct resources toward the markets where we see the strongest long-term potential. With a stronger foundation and a more focused strategy, Mavshack is now better positioned for sustainable growth.

Thank you for your continued support.

Warm Regards,
Anand Jhingan
Chief Executive Officer
Mavshack AB (publ)

För mer information om Mavshack, besök mavshack.se eller kontakta:

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About Mavshack
Mavshack is a global software company specialising in streaming since 2007. The company's primary product is a proprietary cloud-based live shopping platform that enables brands to produce live, interactive video content for marketing purposes. This platform allows companies to offer digital shopping experiences via websites, social media and other digital channels. Mavshack AB (publ) is listed on the Nasdaq First North Growth Market under the short name "MAV". The Certified Adviser is Mangold Fondkommission AB (publ). More information is available at www.mavshack.se