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PRESS RELEASE, Stockholm, 18 December 2017

Stabilization notice

Danske Bank A/S, Danmark, Sverige Filial ("Danske Bank") notifies that stabilization measures have been undertaken in MAG Interactive AB's (publ) ("MAG Interactive" or the "Company") shares traded on Nasdaq First North Premier.

As announced in connection with the offering to acquire shares in the Company and the listing of the Company's shares on Nasdaq First North Premier (the "Offering"), Danske Bank may, acting as Global Coordinator and Bookrunner, carry out transactions aimed at supporting the market price of the shares at levels above those which might otherwise prevail in the open market.

Stabilization transactions may be undertaken on Nasdaq First North Premier, in the over-the-counter market or otherwise, at any time during the period starting on the date of commencement of trading in the shares on Nasdaq First North Premier and ending no later than 30 calendar days thereafter. Danske Bank is, however, not required to undertake any stabilization and there is no assurance that stabilization will be undertaken. Stabilization, if undertaken, may be discontinued at any time without prior notice. In no event will transactions be effected at levels above the price in the Offering.

In order to cover possible over-allotments, certain selling shareholders undertook, at the request of Danske Bank, to sell additional shares corresponding to a maximum of 15 percent of the number of shares comprised by the Offering (the "Over-Allotment Option"), entailing a maximum of 1,701,819 shares, at a price corresponding to the price in the Offering, i.e. SEK 44. The Over-Allotment Option may be exercised in full or in part for a period of 30 calendar days from the first day of trading in the shares on Nasdaq First North Premier.

Danske Bank has, in its capacity as stabilization manager, notified that stabilization measures has been undertaken, in accordance with article 5(4) in the Market Abuse Regulation 596/2014, on Nasdaq First North Premier as specified below. The contact person at Danske Bank is Niels Erik Nielsen (tel: +44 (0)20 7410 8070).

Stabilization information:

Issuer:	MAG Interactive AB (publ)
Relevant securities and related instruments:	Shares (SE0010520908)
Offering Size:	13,047,280 shares
Offer Price:	SEK 44
Market:	Nasdaq First North Premier
Ticker:	MAGI
Stabilization Manager:	Danske Bank A/S, Danmark, Sverige Filial

Stabilization transactions:

Date	Quantity	Price (lowest)	Price (highest)	Price (volume weighted average)	Currency	Trading Venue
8 Dec 2017	1,325,000	41.40	44.00	43.32	SEK	Nasdaq First North Premier
11 Dec 2017	130,000	38.50	41.00	39.00	SEK	Nasdaq First North Premier
12 Dec 2017	70,000	37.00	38.00	37.45	SEK	Nasdaq First North Premier
13 Dec 2017	40,000	37.00	37.40	37.25	SEK	Nasdaq First North Premier
14 Dec 2017	37,000	36.50	37.00	36.93	SEK	Nasdaq First North Premier
15 Dec 2017	8,000	35.50	35.50	35.50	SEK	Nasdaq First North Premier

This information is information that MAG Interactive AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was submitted for publication, through the agency of the contact person set out below, at 18:45 CET on 18 December 2017.

Avanza Bank AB is acting as the Company's Certified Advisor.

For further information, please contact:

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Important information

This announcement is not and does not form a part of any offer to sell, or a solicitation of an offer to purchase, any securities of the Company.

Copies of this announcement are not being made and may not be distributed or sent into the United States, Australia, Canada, Japan or any other jurisdiction in which such distribution would be unlawful or would require registration or other measures.

The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and accordingly may not be offered or sold in the United States absent registration or an exemption from the registration requirements of the Securities Act and in accordance with applicable U.S. state securities laws. The Company does not intend to register any part of the offering in the United States or to conduct a public offering of securities in the United States.

In any EEA Member State other than Sweden that has implemented the Prospectus Directive, this communication is only addressed to and is only directed to investors in that Member States who fulfil the criteria for exemption from the obligation to publish a prospectus, including qualified investors, within the meaning of the Prospectus Directive, i.e., only to investors who can participate in the Offering without an approved prospectus in such EEA Member State.

This announcement is only being distributed to and is only directed at (i) persons who are outside the United Kingdom or (ii) to investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or (iii) high net worth companies, and other persons to whom it may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons in (i), (ii) and (iii) above together being referred to as "relevant

persons”). The shares are only available to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such securities will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely on this announcement or any of its contents.

Matters discussed in this announcement may constitute forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as “believes”, “aims”, “deems”, “targets”, “estimates”, “anticipates”, “expects”, “assumes”, “forecasts”, “intends”, “could”, “will”, “should”, “would”, “according to estimates”, “is of the opinion”, “may”, “plans”, “continue”, “potential”, “predicts”, “projects”, “to the knowledge of” and similar expressions. This applies in particular to statements referring to future results, financial position, cash flow, plans and expectations for the Company’s business and management, future growth and profitability and general economic and regulatory environment and other circumstances which affect the Company. Forward-looking statements are based upon various estimates and assumptions, many of which are based, in turn, upon further assumptions, such as no changes in existing political, legal, fiscal, market or economic conditions or in applicable legislation, regulations or rules (including, but not limited to, accounting policies, accounting treatments and tax policies), which, individually or in the aggregate, would be material to the results of operations of the Company or its ability to operate its businesses. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors, which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied by such forward-looking statements.

Potential investors should not place undue reliance on the forward-looking statements herein and are strongly advised to read the detailed description of factors that have an effect on the Company’s business and the market in which the Company operates, which will be included in the prospectus.

The information, opinions and forward-looking statements contained in this announcement speak only as at its date, and are subject to change without notice.

About MAG Interactive

MAG Interactive is a leading developer and publisher of casual mobile games for a global audience. MAG Interactive reaches over 10 million active players every month and the game portfolio consists of ten successful games with over 200 million downloads, including successful titles Ruzzle, QuizClash and WordBrain, all of which have reached #1 spots on the App Store and Google Play. With offices located in Stockholm and Brighton, MAG Interactive’s games are distributed through virtual app stores allowing for global reach with minimum effort. MAG Interactive is listed on Nasdaq First North Premier with ticker MAGI. For more information visit www.maginteractive.com.