

Date: September 08, 2026

To,
BSE Limited,
PJ Towers, Dalal Street,
Mumbai-400001
BSE Script Code: 544435

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – “Press Release/Media Release”

Dear Sir/Madam,

Please find enclosed Media Release titled “*AdCounty Media Announces Update on Adaxx Pro Acquisition*” issued on September 08, 2026.

The copy of the same is attached herewith and will also be available on the Company’s website at <https://www.adcountymedia.com/>

Kindly take the above information on record.

Thanking you,

Yours faithfully,
For Adcounty Media India Limited

Garima Malik
Company Secretary and Compliance officer



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PRESS RELEASE

AdCounty Media Announces Update on Adaxx Pro Acquisition

India-September 08,2026: AdCounty Media India Ltd. ("AdCounty Media"), India's leading AdTech and MarTech company announces an update on its acquisition of a 99.95% stake in Adaxx Adtech & Media LLP for ₹10 crore, strengthening its programmatic and branding capabilities. The strategic move, executed in March 2026, makes Adaxx Adtech & Media LLP a subsidiary of AdCounty Media. It is intended to enhance the advertising and media capabilities of the company. This press release provides an update on the acquisition and will highlight the contribution of Adaxx Pro within AdCounty Media's technology ecosystem.

Broadening Our AdTech Capabilities

Following the completion of the acquisition in March 2026, Adaxx Pro will now act as the programmatic advertising and branding platform for AdCounty Media, enhancing its capacity to provide data-driven media buying and brand-centric digital campaigns.

Adaxx Pro will provide the necessary technologies for the execution of such programmatic advertising functions as audience targeting, digital media purchasing, campaign optimization, inventory management and brand reach in the digital advertising space. Through integration, AdCounty Media will be able to further improve its capabilities in executing targeted and measurable advertising campaigns and assist brands in reaching their target audiences at scale.

By incorporating AdaxxPro, AdCounty Media enhances its suite of core offerings - which includes programmatic advertising, Connected TV, display advertising, performance marketing, mobile advertising, Apple Search Ads, and exclusive publisher magnetisation on a robust reseller model to unlock new scale and growth opportunities.

This strategic integration allows AdCounty Media to provide a fully unified ecosystem that supports both brand marketing ads and performance-based customer acquisition strategies. By taking advantage of the operational and technical synergies between the two platforms, the company delivers advertisers seamless, integrated solutions, which maximizes reach, engagement and measurable ROI across every digital touch point.

Building an Integrated Programmatic Advertising Ecosystem

The acquisition amplifies AdCounty Media's ability to address the entire spectrum of needs pertaining to digital advertising by bringing programmatic media buying and branding capabilities into its existing technology ecosystem. With Adaxx Pro, the company will be able to strengthen

its capabilities in areas like audience targeting, media buying, inventory management, campaign optimization and data-driven advertising for executing better campaigns.

The integration also opens up avenues for brand advertising with AdCounty Media's existing performance marketing and mobile advertising solutions. The convergence of the two will make it possible for advertisers to execute campaigns with the goals of managing awareness, consideration and performance through an integrated approach of digital advertising.

From a business perspective, the acquisition will broaden the addressable market of AdCounty Media from AI-powered performance marketing to display advertising, brand building and programmatic media. There are many opportunities to expand its client base and work with new brands and agencies looking for integrated digital advertising solutions.

Speaking on the acquisition, Aditya Jangid, Chairman & Joint Managing Director of AdCounty Media India Limited, said, *"The acquisition of Adaxx Adtech & Media and its proprietary solution Adaxx Pro, is a crucial step in enhancing our technology-driven advertising expertise. Adaxx Pro will strengthen our programmatic and branding solutions and allow us to deliver more integrated solutions to brands and agencies. We see significant synergy potential in the combination of our technology ecosystem with Adaxx's capabilities to build a scalable and globally relevant AdTech business."*

The acquisition, therefore represents a significant move, accelerating AdCounty Media's evolution towards a broader, technology-led advertising ecosystem by honing in on programmatic, performance and branding solutions.

About AdCounty Media India Limited

AdCounty Media India Limited is a technology-driven digital advertising and performance marketing company with a strong focus on mobile growth, AI-powered optimisation, and scalable user acquisition solutions.

For further information, please visit the company website at www.adcountymedia.com or contact: cs@adcountymedia.com