

July 09, 2026

To  
**BSE Limited**  
The General Manager-Listing  
Corporate Relationship Department,  
Ground Floor, P.J. Towers,  
Dalal Street, Mumbai 400001.

*Scrip Code: 539682*

**Subject: Mobavenue AI Tech Commences Operations in the United States, Strengthening its Global Presence.**

Dear Sir/Madam,


We wish to inform you that Mobavenue Global Holdings Ltd., a wholly owned subsidiary of Mobavenue AI Tech Limited ("MATL"), has established its U.S. office and commenced operations in the United States through Mobavenue LLC. This marks an important milestone in MATL's ongoing international expansion strategy and further strengthens its presence across one of the world's largest digital advertising markets.

As part of this expansion, the Company has appointed Eric Lind as Country Head – United States to lead its business operations and market expansion in the region. Eric brings more than 20 years of experience across AdTech and consumer growth platforms. Prior to joining Mobavenue, he held leadership roles at Adikteev, REMERGE, and Top Inc., bringing extensive industry experience to the company's U.S. operations.

As per industry reports, the United States continues to be the world's largest digital advertising market, with digital ad spend expected to reach US\$413 billion in 2026. The market is projected to grow at 14.2% year over year as brands accelerate investments in AI-powered advertising, data-driven media buying, and omnichannel consumer engagement. These structural trends create significant opportunities for the deployment of MATL's AI-native technology platforms across awareness, acquisition, activation, and consumer growth.

The company's U.S. operations are being established through a platform-led, asset-light operating model that combines its proprietary technology platforms with local market expertise. Through this approach, MATL intends to serve advertisers, enterprises, publishers, agencies, and digital businesses by delivering AI-powered solutions across digital advertising, programmatic media, and consumer growth across key digital verticals.

## • Mobavenue AI Tech Limited •

 **REGD. OFF:** Office No. 111, B Wing, 1st Floor, The Western Edge II Premises Co-operative Society Ltd., Magathane, Borivali (East), Mumbai- 400066.

(Formerly known as Lucent Industries Limited)

The establishment of the U.S. office and commencement of operations in the United States are expected to support MATL's medium- to long-term growth objectives through diversification of its global revenue base, expansion across one of the world's largest digital economies and strengthening of its international footprint.

Mobavenue AI Tech Limited (BSE: INE622Q01027) is a global AI-powered AdTech and consumer growth company that enables businesses, enterprises, publishers and large global agencies to connect with high-intent consumers and drive measurable outcomes across the full customer journey.

Its proprietary A3 framework, spanning Awareness, Acquisition, and Activation, ensures a full-funnel, outcome-led approach to digital growth. Headquartered in Mumbai with a growing global presence across ASEAN, LATAM, the UK and the USA, Mobavenue works with 150+ brands across e-commerce, BFSI, fintech, travel, OTT, gaming, healthcare and retail, from publicly listed enterprises to some of the fastest-growing digital businesses in the market.

Kindly take the same on record.

Yours faithfully,

**For Mobavenue AI Tech Limited**  
(Formerly known as *Lucent Industries Limited*)



**Kunal Kothari**  
Chairman & Chief Operating Officer  
DIN: 07111105



• **Mobavenue AI Tech Limited** •

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