



Date: September 29, 2026

To,

BSE Limited,
20th Floor, P.J. Towers,
Dalal Street,
Mumbai - 400001.
BSE Scrip Code: **544606**

National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051
NSE Scrip Symbol: **PINELABS**

Dear Sir/Ma'am,

Subject: Press Release - Pine Labs extends five-year technology partnership with Woolworths Group.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith press release titled 'Pine Labs extends five-year technology partnership with Woolworths Group'.

The above information will also be available on the website of the Company at <https://www.pinelabs.com/investor-relations>.

You are requested to take the same on record.

Thank You.

For Pine Labs Limited

Neerav Mehta

Company Secretary and Compliance Officer
Membership Number: A20949

Encl: a/a

Pine Labs extends five-year technology partnership with Woolworths Group

Singapore, September 29, 2026 – Pine Labs, a global payments technology company, today announced the extension of its technology partnership with Woolworths Group, extending its role in powering their gift card ecosystem through enhanced platform capabilities, deeper API integrations, and support for new digital stored-value experiences.

Through its Qwiksilver subsidiary, Pine Labs powers the technology platform supporting Woolworths' gift card programs. The partnership will build on this foundation, with a focus on strengthening platform capabilities, enabling deeper technology integration, and supporting the evolution of gift card experiences across physical and digital channels.

Building a flexible technology layer for the gifting economy

Pine Labs' Qwiksilver platform supports the lifecycle of gift cards products, including issuance, processing, transaction management, and omnichannel program capabilities.

Its API-led and modular architecture is designed to help Woolworths integrate gift card capabilities with their wider commerce ecosystems and progressively add new use cases by leveraging the existing technology infrastructure.

"The most valuable technology partnerships are built over time and become part of the infrastructure that businesses rely on every day," said **B Amrish Rau, CEO, Pine Labs**. "Over the past five years, Pine Labs and Woolworths have established that kind of relationship. We are now expanding the technology foundation with enhanced platform capabilities that can support new gift card experiences and stored-value use cases."

Technology engineered for enterprise scale

As retailers increasingly connect gifting, customer engagement, and digital commerce experiences, stored-value platforms are evolving into a critical component of enterprise commerce infrastructure.

Under the engagement, Pine Labs will support Woolworths' ongoing modernization of gift card infrastructure through enhanced API integrations, increased scalability, and stronger digital program capabilities.

"As gift card experiences become increasingly digital, integrated, and omnichannel, enterprises need technology infrastructure that can evolve alongside customer expectations. Our partnership with Woolworths is focused on providing that long-term foundation," **added Rau**.

The relationship with Woolworths reflects Pine Labs' focus on helping large enterprises modernize gift card and stored-value infrastructure through scalable, API-led technology platforms. Through its subsidiary Qwiksilver, Pine Labs provides a technology layer on which enterprises can operate and evolve their stored value programs as commerce models and customer expectations change.



About Qwiksilver Solutions Pty Ltd

Qwiksilver Solutions Pty Ltd is the step-down subsidiary of Pine Labs Limited, a technology company building the Commerce OS that powers digital commerce across South Asia, Southeast Asia, the Middle East, Africa, Australia, and the United States. Pine Labs' platform connects merchants, enterprises, financial institutions, and consumers through a unified suite of payments, issuing, credit, and fintech solutions. Serving businesses across online and in-store commerce.

Pine Labs simplifies payments, enables financial services, and creates seamless commerce experiences. Its Commerce OS combines financial platforms, payment orchestration, issuing capabilities, prepaid and stored value solutions, and payment and credit rails, enabling businesses to move money, create customer value, and deliver increasingly intelligent commerce experiences, at scale.

As commerce becomes increasingly real-time, intelligent, and embedded, Pine Labs is building the technology infrastructure that powers the next generation of digital commerce.

To know more, please visit www.pinelabs.com