

12<sup>th</sup> June, 2026

To,  
The Chief General Manager Listing  
Operations.  
**BSE Limited**  
P.J Towers,  
Dalal Street, Fort, Mumbai - 400 001.

**Scrip Code: 539682**

**Subject: Mobavenue AI Tech Launches PiiX, an AI-Powered Platform Built to Turn App Store Searches into High-Quality App Installs.**

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Mobavenue AI Tech Limited ("MATL"), a digital-first, AI-native technology company operating across advertising, marketing and consumer growth, today announced the launch of PiiX ( $\pi X$ ), an AI-powered growth intelligence platform purpose-built for Apple Search Ads and the company's first dedicated solution for the iOS ecosystem. The platform is designed to help app marketers do something that has traditionally been difficult at scale: translate high-intent App Store searches into quality installs, predictably and efficiently.

**The Opportunity**

App Store search has quietly become the most important discovery channel on iOS. According to Omdia, Apple's advertising business grew by 15% last year to nearly US\$7 billion, with approximately 95% of that revenue linked to app install advertising on the App Store. When someone opens the App Store and searches for a solution, they are not browsing passively **they are ready to install.**

<b>850M+</b> Weekly App Store visitors globally	<b>65%</b> iOS downloads start with a search	<b>&gt;60%</b> Conversion rate at the top search result
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The opportunity is becoming even more significant as iOS adoption continues to accelerate across major markets. According to StatCounter, iOS market share has grown steadily across India, the United States, and global markets over the past year:

• **Mobavenue AI Tech Limited** •

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- India: iOS market share increased from 4.92% in May 2025 to 6.69% in May 2026, signalling growing premium smartphone adoption and expanding opportunities for app marketers.
- United States: iOS strengthened its leadership position, with market share rising from 58.65% in May 2025 to 61.40% in May 2026, reinforcing the scale of the Apple ecosystem.
- Global: iOS market share grew from 26.92% in May 2025 to 31.95% in May 2026, reflecting continued momentum for Apple's platform and a larger addressable audience for App Store driven acquisition strategies.

For app marketers, this growth translates into a larger pool of high-intent iOS users, creating a significant opportunity for Apple Search Ads and platforms such as PiiX that are designed to help brands scale user acquisition within the App Store ecosystem.

Despite the growing opportunities within the iOS ecosystem, managing Apple Search Ads at any meaningful scale is genuinely difficult for most marketing teams. Managing thousands of keywords, aligning Custom Product Pages with user intent, optimising bids in real time and extracting meaningful insight from large volumes of campaign data are challenges that consistently create bottlenecks for growth teams. Most teams are left making slow, manual decisions on a channel that rewards speed and precision.

### What PiiX Does

PiiX sits across the full Apple Search Ads acquisition funnel and automates the decisions that matter most. It works across three interconnected layers:

#### ASA: Traffic

AI-driven bidding and keyword expansion that captures high-intent searches without manual intervention. The system learns and improves with every campaign it runs.

#### CPP: Intent Matching

Smart mapping of search terms to Custom Product Pages, the most underutilised conversion lever in the App Store. Matched pages can deliver up to 50% higher conversion rates.

#### ASO: Conversion

Creative and metadata optimisation that maximises install rate once a user lands on the product page. Continuous analysis rather than a one-time audit.

### Platform Capabilities

PiiX is built around six core capabilities that work together across every layer of a campaign.

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### Automated Bidding

Machine learning adjusts bids in real time based on performance, competition and conversion probability. The platform runs continuously, so campaigns are never left making yesterday's decisions.

### Intelligent Keyword Expansion

AI surfaces high-value keyword opportunities that standard reporting often misses, expanding reach without sacrificing relevance or inflating spend.

### Audience Intelligence

Deep segmentation and consumer intent analysis inform campaign strategy at a level beyond keyword targeting alone, helping clients identify and reach the users most likely to convert.

### Smart CPP Mapping

Custom Product Pages are automatically matched to the most relevant search terms, delivering up to 35 to 50 per cent higher conversion rates compared to generic product pages.

### 24/7 Real-Time Optimisation

Continuous monitoring and automated adjustment ensures campaigns run at peak efficiency around the clock, without requiring human intervention on routine decisions.

### Human-AI Collaboration

AI handles execution and optimisation while Mobavenue's campaign experts focus on strategy, creative direction and client outcomes, combining the speed of automation with the judgement of experience.

## Why It Matters Now

The Apple Search Ads market has sophisticated global players on the analytics side and agency models on the execution side, while the availability of integrated platforms that combine both capabilities with AI-driven intelligence remains limited in India. PiiX is built to fill that gap. It combines the intelligence of an analytics platform with the execution capabilities of a managed service, and the AI underneath gets smarter with every campaign it runs.

- Full-stack ASA, CPP and ASO in a single integrated platform rather than three separate tools
- An audience intelligence layer that goes beyond keywords to understand who is searching and why
- Built on Mobavenue's decade of experience in delivering measurable outcomes for businesses across India and global markets.

Looking ahead, MATL intends to expand the platform's capabilities across the broader iOS ecosystem, including, SKAN Ads, iOS advertising and iOS retargeting capabilities.

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### Part of a Larger Consumer Growth Stack

PiiX further strengthens Mobavenue AI's growing ecosystem of AI-powered consumer growth platforms. Designed to support the full consumer growth journey, the platform is primarily focused on user acquisition, helping brands convert high-intent searches into installs through audience intelligence, automation and continuous learning. PiiX enables marketers to transform the App Store from a discovery channel into a scalable growth engine that delivers measurable business outcomes.

Mobavenue AI Tech Limited (BSE: INE622Q01019) 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, MENA, 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.

At the core is the GMP 360 stack, a unified platform that integrates data, AI-powered decisioning, and programmatic execution across mobile, video, Connected TV, web, OEM, and DOOH, enabling real-time intelligence and consistent outcomes at scale.

Kindly take the above information on record.

### For Mobavenue AI Tech Limited

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

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