Date: 12th November,2026

To,
BSE Limited
Listing Department
Phiroze Jeejeebhoy Towers,
1st Floor, Dalal Street, Mumbai – 400 001

Scrip Code: 544735
ISIN No: INE1TFS01019

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Commencement of Operations / Opening of Office of Wholly Owned Subsidiary -Novus Global Loyalty Card Services LLC.

Dear Sir/Madam,

In continuation to our earlier intimation dated **3rd August ,2026** regarding the incorporation of "the Subsidiary" we are pleased to inform you that the Subsidiary has officially opened its new office and commenced its business operations with effect from **11th November,2026.**

The details of the new office location are as follows:

Office Address: Office 07 Level 19, Al Ameri Tower, Dubai, UAE
Nature of Operations: Regional Sales Office & MENA loyalty Operational office

Kindly take the above information on record.

Thanking You,

Yours faithfully,

Aditi Pardal
Digitally signed by Aditi Pardal
Date: 2026.11.12 13:38:12 +05'30'

For Novus Loyalty Limited

Name: Aditi Pardal
Designation: Company Secretary & Compliance Officer
Mem. No: 33216

Novus Loyalty Strengthens International Presence with Opening of Dubai Office; Appoints Jay Shah to Lead International Business and Strategy

Novus Loyalty Limited ("Novus" or "the Company"), has strengthened its international presence with the opening of its office in Dubai, United Arab Emirates (UAE). The office will serve as a regional base to build enterprise relationships, develop strategic partnerships and expand the Company's solutions across the Gulf Cooperation Council (GCC) and the wider Middle East and North Africa (MENA) region.

The Company will focus on opportunities across banking, financial services, fintech, retail, hospitality and travel, with priority markets including the UAE, Saudi Arabia, Qatar, Kuwait, Bahrain and Oman.

Tapping into a Growing Middle East Loyalty Market

The Middle East loyalty market is projected to grow from approximately US$3.4 billion in 2026 to US$5.6 billion by 2030, representing an estimated CAGR of 12.8%, according to ResearchAndMarkets. Growth is being supported by investments in digital ecosystems, data-led loyalty strategies and personalised customer engagement, alongside expanding banking, retail, hospitality and travel sectors.

Strengthening International Leadership

As part of its international expansion, Novus Loyalty has appointed Jay Shah as President, International Business and Strategy. He brings over 15 years of experience across loyalty, banking, fintech, strategic partnerships and international business development, and will lead the Company's international strategy, enterprise relationships and partnerships across priority markets. **A qualified Chartered Accountant, Shah was recognised among the 30 Under 40 Rising Stars of Loyalty at the 2019 Loyalty Magazine Awards in the UK.**

Jay Shah, President, International Business and Strategy, Novus Loyalty Limited, said:

"The GCC offers significant opportunities as businesses increasingly look to create more connected and rewarding customer experiences. At Novus, we see strong potential to bring together our technology capabilities and regional expertise to help banks, payment networks, merchants and enterprises strengthen customer engagement, develop strategic partnerships and unlock new avenues for growth. My focus will be on building meaningful alliances and delivering solutions that create measurable business value across the region."

Management Commentary

Mr. Deepak Tomar, Chief Executive Officer, Novus Loyalty Limited, said:

"Establishing our presence in Dubai marks an important milestone in Novus Loyalty's international growth journey. Having built a strong foundation in enterprise loyalty technology, we see this expansion as an opportunity to bring our capabilities closer to businesses in a dynamic and fast-growing market. Our vision is to build a globally recognised loyalty technology company, delivering scalable solutions that help enterprises create stronger customer relationships."

About Novus Loyalty Limited

Founded in 2011 and headquartered in Gurugram, India, Novus Loyalty Limited is an enterprise loyalty, rewards and customer engagement technology company. The Company enables enterprises to acquire, engage, reward and retain customers through integrated loyalty platforms, rewards and redemption marketplaces, merchant promotions, digital vouchers and AI-powered customer engagement solutions, supported by its NoCXy AI initiative.

Novus serves over **100 enterprise customers,** supports more than **5 crore consumers** on its platform and processes **approximately 150 crore transactions** per month. Its technology platform caters to enterprises across banking and financial services, retail, e-commerce, fintech, healthcare, hospitality and other sectors.

For further information visit: https://www.novus-loyalty.com/newsroom/

Mrs.Aditi Pardal
Company Secretary
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For updates and specific queries
Visit: https://www.novus-loyalty.com/

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