

Date: October 29, 2026

To,
BSE Limited
Listing Department
Phiroze Jeejeebhoy Towers, Dalal
Street Fort, Mumbai -400001
Scrip Code: 544614

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza , Bandra Kurla Complex
Bandra (East), Mumbai -4000051
Symbol: CAPILLARY

Dear Sir/Madam,

Subject: Announcement under Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release

In compliance with Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), and in continuation of the Company's intimation dated October 22, 2026, please find enclosed the Press Release titled "Capillary Strengthens US Leadership, Names Bill Swift as President, Americas."

The announcement will also be available on the website of the Company at <https://www.capillarytech.com/investors/shareholder-information/press-release/>

We request you to take the above information on records.

Yours faithfully,

For Capillary Technologies India Limited

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Gireddy Bhargavi Reddy
Company Secretary and Compliance Officer
Membership No. A17091
Place: Bengaluru

Capillary Technologies India Limited

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Capillary Strengthens US Leadership, Names Bill Swift as President, Americas

Longtime Brierley+Partners leader and former Brierley CEO, who helped build the company alongside founder Hal Brierley, to lead Capillary's growth across the Americas



Dallas, TX, October 29, 2026 — Capillary Technologies, a leading provider of AI-powered loyalty and customer engagement solutions, today announced the appointment of Bill Swift as President, Americas. The move deepens Capillary's commitment across the Americas as brands increasingly see loyalty not as just a program, but as a catalyst for growth, built on lasting, data-driven customer relationships.

Swift has spent nearly 30 years helping the world's leading brands build lasting customer relationships and measurable business results. He joined Brierley+Partners in 2001 to spearhead its loyalty platform and partnered closely with Hal Brierley, the founder of Brierley+Partners and widely known as the founder of loyalty, as the company grew into a leading loyalty partner to global brands. He was named CEO of Brierley in 2022, completing the company's evolution into a technology-enabled loyalty provider that pairs industry-leading consultative depth with the execution needed to deliver those results. Since April 2023, following Brierley's acquisition by Capillary, he has been part of the Brierley – Capillary leadership team

as Chief Integration Officer, leading the integration of acquisitions and joint ventures and playing a central role in building Capillary into the company it is today.

In his new role, Swift will lead Capillary's business across the Americas, including sales, client success and delivery. He will drive its growth with enterprise brands across retail, hospitality, travel, airlines and all major focus verticals, and will help shape Capillary's loyalty strategy for clients across the region. He brings deep experience helping enterprise brands use loyalty to drive revenue, retention and growth, along with a firsthand understanding of how to bring organizations and teams together.

"Loyalty has always been about earning the right to a lasting relationship with the customer, and that has not changed. What has changed is its role. The most successful brands no longer see loyalty as a program. They see it as a catalyst for growth. That happens when marketing and technology leaders work as one, with technology as the enabler that delivers powerful customer experiences and real business results. The Americas are home to some of the most sophisticated loyalty leaders in the world, and they are ready to put loyalty at the center of how they grow. With Capillary's AI-powered platform and the loyalty expertise our team has built over decades, we can help brands build relationships that are more personal, more predictive and more profitable," said Bill Swift, President, Americas, Capillary Technologies.

"Bill's leadership was an essential part of Brierley+Partners' success, creating the platform that allowed us to drive some of the nation's most successful loyalty programs. For over twenty years, he has been a trusted partner in shaping the strategies that drive customer loyalty and deliver measurable results. Capillary is fortunate to have Bill delivering the technology solutions that its clients demand," said Hal Brierley, Founder, Brierley+Partners.

"Bill has spent more than two decades shaping how leading brands think about and run loyalty at scale, and since joining us he has been instrumental in building Capillary into what it is today. His strategic depth and his understanding of what truly drives customer relationships make him the right leader to accelerate our growth across the Americas," said Anant Choubey, co-founder & COO, Capillary Technologies.

About Capillary Technologies

Founded in 2012, Capillary Technologies helps brands turn lasting customer relationships into measurable growth. Its AI-powered loyalty and customer engagement platform brings loyalty, data, and engagement together to deliver personalized experiences that deepen customer connections, strengthen retention, and grow customer lifetime value. Supporting 100+ loyalty programs across more than 46 countries, Capillary serves enterprise brands and powers experiences for over 1.9 billion consumers. Recognized by leading industry analysts, Capillary puts AI at the core of customer interactions to help brands catalyze growth. Learn more at www.capillarytech.com.