

Date: 27th July, 2026

To,

BSE Limited

Corporate Services Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001

Scrip Code: 544735

Dear Sir/Madam,

Subject: Intimation regarding Participation in Global Fintech Fest 2026 as Bronze Partner

Ref.: NOVUS LOYALTY LIMITED ("Company")

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that **Novus Loyalty Limited** will be participating in **GFF 2026** as a **Bronze Partner**.

The Company will showcase its AI-powered loyalty and engagement solutions during the event and will be available at:

- **Event:** GFF 2026
- **Partnership:** Bronze Partner
- **Booth Number:** JE15
- **Zone:** Zone 2

The participation forms part of the Company's business development and brand outreach initiatives, providing an opportunity to engage with industry leaders, prospective clients, and strategic partners.

This intimation is being submitted for the information of the Stock Exchange and will also be made available on the Company's website.

This is for your information and records.

Thanking You.

Yours Faithfully,

For Novus Loyalty Limited

(Formerly known as Novus Loyalty Private Limited)

Vibhore Rastogi

Compliance Officer & CFO

DIN: 11127637