

October 27, 2026

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

Scrip Code: 539682

Subject: Intimation of launch of ResurgeX, the Company's AI-powered app retargeting platform, in the United States.

Dear Sir/Ma'am,

We wish to inform you that the Company has launched ResurgeX, its AI-powered programmatic app retargeting platform, in the United States of America.

Please find enclosed herewith the press release regarding the launch of ResurgeX in the United States of America, marked as **Annexure I**, along with the ResurgeX logo, marked as **Annexure II**.

Kindly take the above information on record.

For Mobavenue AI Tech Limited
(Formerly known as *Lucent Industries Limited*)



Kunal Kothari
Chairman & Chief Operating Officer
DIN: 07111105

• **Mobavenue AI Tech Limited** •

📍 **REGD. OFF:** Office No. 111, B Wing, 1st Floor, The Western Edge II Premises Co-operative Society Ltd., Magathane,
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Annexure I

Mobavenue Launches ResurgeX in the United States, an AI-Powered Platform That Wins Back App Users

Most apps lose users they paid to acquire. This retargeting platform predicts who will return and brings them back at the right moment.

NATIONAL, October 27, 2026: Mobavenue AI Tech Limited (BSE: 539682), a global AI-powered AdTech and consumer growth company, today announced the launch of ResurgeX in the United States. ResurgeX is an AI-powered programmatic demand-side platform (DSP) for retargeting and remarketing, built to help app marketers re-engage existing users, improve conversions and increase customer lifetime value.

Most retargeting tools work from fixed lists and set rules. ResurgeX learns from every campaign and adjusts who it targets, what ads it shows and how much it bids in real time as user behaviour changes. The launch builds on the start of Mobavenue's US operations in July 2026 and brings the Activation layer of its A3 framework, Awareness, Acquisition and Activation, to American advertisers.

"Our ambition is to help brands grow at every stage of the customer journey and in every market where we operate. Bringing ResurgeX to the United States strengthens our full-funnel offering, introduces the Activation layer of our A3 framework to the world's largest and most competitive advertising market, and marks another step toward building a more diversified global revenue base," said **Ishank Joshi, Founder, MD & CEO, Mobavenue AI Tech Limited.**

ResurgeX at a glance

- **AI-led re-engagement:** machine learning evaluates user activity, app events and engagement signals to find the users most likely to return, convert, or generate incremental revenue.
- **Predictive bidding engine:** forecasts user intent and allocates budget to improve campaign efficiency and incremental return.
- **Dynamic creative studio:** generates personalized creatives across formats to lift engagement and conversion.
- **Lifecycle audiences:** Conversion-focused segments for dormant or uninstalled users, recent users who paused before converting and cart abandoners, designed to grow conversions and customer lifetime value, not just impressions.
- **Transparent reporting:** granular dashboards at the app, publisher and ad slot level reporting across conversion, engagement, retention and return on ad spend (ROAS).

ResurgeX runs on Mobavenue's proprietary AI infrastructure, which processes more than 1.25 billion signals a day and predicts user intent in under 15 milliseconds, within a privacy-first framework.

*"The US remains the world's largest digital advertising market, with industry estimates projecting digital ad spend to reach \$413 billion in 2026, a 14.2% year-over-year increase. But as user acquisition costs continue to rise, marketers are shifting their focus toward a more critical question: Are we maximizing the value of the users we've already invested in acquiring?" said **Eric Lind, Country Head, United States, Mobavenue AI Tech Limited.** "ResurgeX answers that question. It moves new users to their first meaningful action, drives repeat engagement from active users and wins back the ones who have lapsed, with every step measured at the event level. For US app marketers, that means more revenue from the audiences they already own and complete clarity on what every dollar delivers."*

ResurgeX is now available to advertisers in the United States.

About Mobavenue AI Tech Limited

Mobavenue AI Tech Limited (BSE: 539682 | ISIN: 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, delivers a full-funnel, outcome-led approach to digital growth. Headquartered in Mumbai with a growing presence across Southeast Asia, MENA, LATAM, the UK and the US, Mobavenue works with 155+ 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 its core is the GMP 360 stack, a unified platform that integrates data, AI-led decisioning and programmatic execution across mobile, video, Connected TV, web, OEM and DOOH, enabling real-time intelligence and consistent outcomes at scale

For more information, please visit: <https://www.mobavenue.ai/>

Email: pr@mobavenue.com

Annexure II



ResurgeX
By Mobavenue