

July 16, 2026

To
BSE Limited
The General Manager-Listing
Corporate Relationship Department,
Ground Floor, P.J. Towers,
Dalal Street, Mumbai 400001.

Scrip Code: 539682

Subject: Mobavenue AI Tech Opens Singapore Hub to Scale AI-Native AdTech Across Southeast Asia.

Dear Sir/Madam,

We wish to inform you that Mobavenue AI Tech Limited has commenced operations in Singapore, establishing the city-state as its regional hub for Southeast Asia. The expansion marks the next phase of the company's international growth strategy and deepens its presence in one of the world's fastest-growing digital economies.

Operations will run through MAITL ASIA PTE. LTD., a wholly owned subsidiary of Mobavenue Global Holdings Ltd. From Singapore, Mobavenue will scale its AI-powered capabilities across programmatic media, audience intelligence, omnichannel customer engagement and consumer growth for brands and agencies across ASEAN.

Southeast Asia's digital economy is projected to reach [USD 1 trillion by 2030](#), driven by rising internet penetration, mobile-first consumers and accelerating adoption of AI across industries. Singapore sits at the centre of that shift. With a digital advertising market expected to reach [USD 462 million by 2032](#), a mature innovation ecosystem and direct access to regional decision-makers, the country is the natural gateway for technology businesses expanding across ASEAN.

Mobavenue will operate a platform-led, asset-light model in the region, pairing its proprietary AI technology with local market expertise to deliver scalable, outcome-driven solutions. The approach allows the company to innovate closer to key markets while keeping its expansion capital-efficient.

The Singapore hub strengthens Mobavenue's ability to serve clients across ASEAN geographies and takes the company a decisive step closer to a globally integrated, AI-powered AdTech ecosystem.

Mobavenue AI Tech Limited (BSE: INE622Q01027) 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.

• Mobavenue AI Tech Limited •

📍 **REGD. OFF:** Office No. 111, B Wing, 1st Floor, The Western Edge II Premises Co-operative Society Ltd., Magathane, Borivali (East), Mumbai- 400066.

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(Formerly known as Lucent Industries Limited)

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, 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.

Kindly take the same on record.

Yours faithfully,

For Mobavenue AI Tech Limited

(Formerly known as *Lucent Industries Limited*)



Kunal Kothari
Chairman & Chief Operating Officer
DIN: 07111105



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