

13th May 2026

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

Scrip Code: 539682

Subject: Mobavenue Launches PrsmX and AI-Powered Full-Funnel Advertising Platforms in the Philippines

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Mobavenue Media Private Limited ("MMPL"), a wholly owned subsidiary of Mobavenue AI Tech Limited, has expanded the international presence of its AI-powered marketing and advertising technology platforms through the launch of PrsmX in the Philippines market.

The launch brought together more than 80 senior marketers, brand leaders, media agencies, and growth-focused businesses from the region for industry discussions around AI-powered brand awareness, omnichannel consumer engagement, and the evolving digital media ecosystem across Mobile, Connected TV (CTV), Short Dramas, OTT, and Digital Out-of-Home (DOOH) environments. The sessions focused on how brands are adapting to increasingly fragmented consumer journeys and leveraging integrated programmatic technologies to improve audience reach, engagement, relevance, and measurable campaign outcomes.

Alongside PrsmX, the company also showcased its broader AI-powered platform ecosystem under its proprietary A3 framework, comprising Awareness, Acquisition and Activation. Under the framework, PrsmX supports Awareness, SurgeX and DiscvrX support Acquisition, and ResurgeX supports Activation across global markets. The Philippines market launch is expected to support deeper engagement

• **Mobavenue AI Tech Limited** •

📍 **REGD. OFF:** 208, White Lotus Plaza, 1 Avantika Nagar, Scheme No. 51 Sangam Nagar, Army Head Quarter Indore, Madhya Pradesh- 452006.

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(Formerly known as Lucent Industries Limited)

opportunities with advertisers, agencies, and enterprise customers operating through regional and international business structures, including strategic relationships across Southeast Asia, Singapore, and global customer networks.

The expansion forms part of MATL's broader international growth strategy focused on strengthening the global deployment of its proprietary AI-powered advertising and consumer growth platforms across high-growth digital markets. Southeast Asia continues to witness increasing adoption of digital-first consumer engagement models, connected media consumption, and AI-powered advertising technologies, creating opportunities for scalable platform-led business expansion.

Mobavenue AI Tech Limited (BSE: 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, ensures a full-funnel, outcome-led approach to digital growth. Headquartered in Mumbai with a growing global presence across ASEAN, MENA, 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.

At the core is the GMP 360 stack, a unified platform integrating data, AI-powered decisioning, and programmatic execution across mobile, video, Connected TV, web, OEM, and DOOH, enabling real-time intelligence and consistent outcomes at scale.

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

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