

17<sup>th</sup> January 2024

The Manager – Listing Department,  
National Stock Exchange of India Limited,  
“Exchange Plaza”, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400 051.

**Scrip Code: VERTOZ**

Dear Sir/Madam,

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

With reference to the captioned subject, we would like to inform you that the Company’s Step-Down Subsidiary “AdNet Holdings INC” has incorporated one Wholly-Owned Subsidiary Company viz. “MediaXchange LLC” in New York, USA on 17<sup>th</sup> January, 2024 and its office is at 100 Church Street 8<sup>th</sup> Floor, New York City, NY 10007.

AdNet Holdings INC, having its office at 1250 Broadway, Suite 3600, New York City, New York 10001 is a Wholly Owned Subsidiary of Vertoz Advertising Limited.

The details as required under SEBI (LODR) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13<sup>th</sup> July, 2023 of both the Companies are given in Annexure A to this Letter.

This is for your information.

Kindly take the same on record.

**For Vertoz Advertising Limited**



**Zill Shah**  
**Company Secretary & Compliance Officer**  
**Membership No.: A51707**

Encl: A/a

**Annexure A**

Details as required under SEBI (LODR) Regulations, 2015 read with SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13<sup>th</sup> July, 2023:

**MediaXchange LLC**

Sr. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	<b>Name:</b> MediaXchange LLC <b>Size and Turnover:</b> Nil (Being a newly incorporated Company)
2.	Whether the acquisition would fall within the Related Party Transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	Yes, the acquisition falls within the Related Party Transaction(s). The promoter/ promoter group/ group companies does not have any interest in the incorporated entity.
3.	Industry to which the entity being acquired belongs	Online Digital Advertising
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	MediaXchange LLC is incorporated for buying and selling of online digital advertising services
5.	Brief details of any governmental or regulatory approvals required for the acquisition	NA
6.	Indicative time period for completion of the acquisition	NA
7.	Nature of consideration – whether cash consideration or share swap and details of the same	NA
8.	Cost of acquisition or the price at which the shares are acquired	NA
9.	Percentage of shareholding/control acquired and/or number of shares acquired	MediaXchange LLC is wholly owned by AdNet Holdings INC.
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	MediaXchange LLC is a Company formed in New York, USA on 17 <sup>th</sup> January 2024 and it is yet to commence its business operations.

**NOTE: The Company is incorporated in New York, USA and as per the State Laws for formation of Companies, a Limited Liability Company (LLC) can be incorporated without infusion of funds.**

