

12<sup>th</sup> April 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.

**Symbol: VERTOZ**

**Series: EQ**

**Sub: - Press Release**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed a copy of the Press Release.

The same will also be available on the website of the Company at the URL <https://vertoz.com/ir/>.

This is for your information and records.

Thanking you,

Yours Faithfully,

**For Vertoz Advertising Limited**

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



**Encl: A/a**



## **Business Update Media Release**

**ConnectReseller by VertoZ has been assigned de-accredited AsiaRegister's entire domain portfolio.**

*ICANN applauds VertoZ's ConnectReseller, a top-ranked global registrar as the most reliable domain platform to transfer the entire domain portfolio from de-accredited AsiaRegister, Inc.*

**12<sup>th</sup> April 2024:** – VertoZ Advertising Limited (NSE: VERTOZ), an AI-powered MadTech and CloudTech platform has announced that the Company's ConnectReseller platform has taken over the entire portfolio of domains previously under AsiaRegister Inc.

The Company demonstrated exceptional agility and efficiency in overseeing the smooth transfer of an extensive portfolio of domains in response to ICANN's recent action against de-accredited registrar AsiaRegister, Inc. This encompassed popular TLDs such as .com and .net, ensuring uninterrupted services for affected domain holders.

Leveraging its infrastructure & domain expertise, ConnectReseller swiftly facilitated a seamless transition process, safeguarding the online presence and digital assets of impacted registrants. With a keen focus on minimizing disruption, ConnectReseller's proactive intervention has been instrumental in mitigating potential challenges for domain holders.

VertoZ is dedicated to delivering exceptional service and remains vigilant about industry changes to safeguard its clients' interests. As a trusted ally in the digital realm, ConnectReseller vows to assist businesses with secure and dependable domain management solutions.

### **Management Comments:**

Commenting on the successful transfer, **Mr. Hirenkumar Shah, Promoter & Whole Time Director of VertoZ Advertising Ltd.** said:

*"At ConnectReseller, our primary focus is to provide trustworthy and effective solutions to our network of resellers, this involves handling any unexpected events like registrar de-accreditation. We are pleased to have successfully managed the smooth transfer of the entire domain portfolio, demonstrating our commitment to ensuring customer satisfaction and operational continuity."*

*"Our robust infrastructure and expertise in domain management allow us to address such situations swiftly, ensuring minimal disruption for our clients. Moving forward, we remain steadfast in our dedication to upholding the highest service delivery standards and providing our reseller network with the support they need to thrive in the ever-evolving digital landscape."*

### **Company Overview**

VertoZ is an AI-powered MadTech and CloudTech platform, offering Digital Advertising and Monetization (MadTech) and Digital Identity and Cloud Infrastructure (CloudTech) catering to Businesses, Digital Marketers, Advertising Agencies, Digital Publishers, Cloud Providers, and Technology companies.

**For more details please visit:** <https://www.vertoz.com/>



*For further information please contact:*

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**Note:** *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*