



Dear Shareholders,

Your Company continues to take strategic steps to enhance stakeholder's value. In light of these developments, and following an assessment by investment bank - J.P. Morgan, the Board has approved the issuance of fully convertible warrants to promoter group entities on a preferential basis. The promoter group expressed their commitment & long-term confidence in the Company's strategy and future.

This approval by the Board will enable the promoter entities to increase their shareholding to 18.39%. The intent of the Company's promoters to infuse funds demonstrates their belief in the Company's intrinsic value and future growth prospects.

The above mentioned development will benefit your Company in the following ways:

- **Stronger alignment of interests:**
- **Continuity in leadership and it's business strategy and plans:**
- **A strong signal of confidence in the entire ecosystem:**
- **Improved stakeholder trust:**
- **Fortified balance sheet:**

The fund infusion is part of a broader roadmap assessed by J.P. Morgan and reflects your Company's intent to proactively capitalize on emerging opportunities and future-proof the business. The funds raised through this preferential issue will be strategically deployed towards investments in high-potential content formats, digital expansion and platform innovation, as elaborated in the investor presentation.

As shared earlier, your Company is scaling up content in both short-form and long-form formats, targeting diverse age cohorts and reaching audiences across Bharat and beyond. From traditional formats to new-age micro-dramas, purposeful entertainment remains at the heart of our growth strategy. The Company is also taking strategic steps forward in the realm of content-technology. The strategic investment in the new-age Content and Tech start-up 'Bullet' is a testament of the Company's focused approach towards growth.



For a deeper understanding of this development and other strategic initiatives, we encourage you to view the detailed investor presentation available on the Company's website. For any queries, please write to us at shareservice@zee.com

Link to the presentation: [Investor Presentation](#)

Yours Truly,

Zee Entertainment Enterprises Ltd.