Dear Shareholders,

We would like to express our gratitude for your overwhelming support in approving the appointment of Ms. Divya Karani as an Independent Director and Mr. Saurav Adhikari as a Non-Executive Director to the Board of your Company, through the recently concluded remote e-voting Postal Ballot process.

The vote of confidence reaffirms your belief in the Company's leadership and its long-term strategic direction. On behalf of the Board and the management team, we thank you for your continued trust.

The inclusion of Ms. Karani and Mr. Adhikari brings a wealth of diverse experience and sharp strategic insight, further enabling the Board to provide mentorship to the management team, enabling them to achieve the targeted goals.

- **Ms. Divya Karani** brings in over three decades of experience leading prominent media and advertising agencies across India, South Asia, the UK and Asia Pacific. Her expertise in advertising and monetization will be a valuable asset as your Company sharpens its revenue strategy.
- **Mr. Saurav Adhikari** brings deep operational, technological and investment expertise, with a strong track record across HCL, Unilever and PepsiCo. His insights into innovation and emerging sectors will help shape your Company's expansion into high-growth areas.

Their addition furthermore strengthens the Board's ability to provide comprehensive guidance that aligns with the Company's vision for sustained growth and value creation.

The Board and the management of the Company have also noted that ~60% of the shareholders who participated in the voting process expressed their support for the resolution pertaining to the issuance of fully convertible warrants to promoter group entities. The Board and the Management team are grateful for this support and also respect the decision of the remaining shareholders.

Maximizing and safeguarding shareholder value continues to be a core priority for your Company. Under the guidance of the Board, your Company has made significant strides in enhancing performance—particularly in improving its margin profile and reducing losses in the digital segment. Your Company is progressing steadily toward its strategic goals by leveraging its cash reserves, disciplined execution and entrepreneurial spirit.

In a rapidly evolving market landscape, a strong capital position will enable us to navigate uncertainty, invest in innovation and remain ahead of the curve and hence the Board will continue the guide the Management team across all aspects and evaluate best possible routes to further fortify the Company. We remain committed to delivering value and growth, leveraging the collective wisdom of a highly experienced Board and supported by your continued trust.

Yours Truly,
Zee Entertainment Enterprises Ltd.