



Dear Shareholders,

Your Company continues to strengthen its position as a leading Content and Technology Powerhouse by expanding its offerings across platforms and engaging audiences through a diversified entertainment portfolio. In line with the omni-channel strategy, your Company continues to leverage the potential of its key content IPs across platforms. We are pleased to share an update on the fourth season of the **International League T20 (ILT20)** which will be offered to our viewers on television and digital platforms. The tournament began on December 2, 2025 and will run until January 4, 2026, bringing high quality cricket action to millions of viewers. All 34 matches of the league are being showcased across your Company's television network on **&Pictures SD, Zee Cinema HD, Zee Action, Zee Thirai** and **Zee Cinemalu**, ensuring wide accessibility across regions and languages. In addition, the tournament is available on **Zee 5 Hindi**, further extending its reach through your Company's digital platform.

This omni-channel distribution aligns with your Company's prudent and calibrated approach to sports broadcasting by maximising viewership while optimising investments and leveraging the collective strength of both linear and digital platforms. The strategy enables meaningful audience engagement without adopting a capital-intensive model, ensuring that sports remains an accretive and strategically aligned category for your Company. ILT20 Season 4 features six competitive franchise teams including MI Emirates, Abu Dhabi Knight Riders, Dubai Capitals, Gulf Giants, Desert Vipers and Sharjah Warriors; with matches being played across three major UAE venues of Dubai, Abu Dhabi and Sharjah. The league continues to draw strong interest from cricket fans globally and adds diversity to your Company's content offering during the peak festive and winter period.

Zee Entertainment Enterprises Limited

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Your Company remains committed to delivering high-quality, multi-platform entertainment experiences while maintaining financial prudence and strategic clarity. We thank you for your continued trust and support as your Company moves ahead with confidence and a disciplined focus on long-term value creation.

Yours Truly,

Zee Entertainment Enterprises Ltd.