



Dear Shareholders,

Your Company's international operations continue to be a meaningful driver of growth, extending the reach of Indian storytelling to audiences across the world. With a presence in over **190 countries**, your Company today connects with more than **1.3 billion viewers** across the world. This global footprint reflects the strength of your Company's content, its ability to adapt stories across cultures, and its disciplined approach to build scalable international businesses.

In this week's note, we are pleased to share an update pertaining to our international business with you. Your Company operates a diverse portfolio of entertainment platforms across linear television, FAST (Free Ad-supported Streaming TV) platforms and digital services. Beyond traditional broadcasting, international operations now span across **OTT, FAST channels, sports, syndication, co-productions, B2B partnerships and intellectual properties.**

Your Company continues to deliver leadership across key international markets. **Zee TV** retained its position as the **number one Hindi GEC in the UAE** for the eighth consecutive year. **Zee Zonke**, the isiZulu-language **channel in South Africa**, achieved the **number one pay TV ranking** within seven months of launch and has sustained its leadership position. **Zee World** remains the **top-ranked channel in Nigeria** for the fifth straight year, reaching nearly 19 million viewers every month, while **Zee One in Germany** continues to rank among the **top three FAST channels** on leading digital platforms.

International expansion has also been supported through targeted launches and digital innovation. Your Company entered Kenya with Zee Duniya, a Swahili-language free-to-air channel, marking a first for a South Asian network in the market. Zee Punjabi in the UK further strengthened engagement with the Punjabi-speaking diaspora. During FY25, your Company significantly expanded its FAST portfolio to **12 channels across 21 countries.** **Artificial Intelligence (AI)** has also been leveraged optimally to enhance FAST channels' content workflows, delivering cost efficiencies while maintaining quality.

Alongside distribution growth, your Company has strengthened its creative and commercial capabilities through co-productions, local IP creation and integrated advertising solutions. Seven international co-productions delivered strong revenue growth, while new local shows in Africa reinforced your Company's commitment to culturally relevant storytelling. Integrated programming initiatives, such as the cross-platform collaboration of our flagship IPs like Sa Re Ga Ma, culminating in a live performance, further showcased your Company's ability to create globally resonant entertainment moments.

Zee Entertainment Enterprises Limited

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Your Company remains focused on building a balanced and sustainable international business by combining strong content, local relevance and prudent investment.

We thank you for your continued trust and support as your Company deepens its global presence and unlocks new avenues for long-term value creation.

Yours Truly,

Zee Entertainment Enterprises Ltd.