



8th May 2026

Dear Shareholders,

We wish to apprise you on your Company's approach towards **building a strong presence in the fast-evolving creator ecosystem**, which is emerging as a powerful driver of '**Attention Economy**' across the rapidly growing digital world. As it envelops different aspects like - Inform, Communicate, Engage, Influence and Facilitate Commerce - '**Attention Economy**' as a term has been conceptualized and coined by your Company.

Our Nation has one of the fastest-growing creator ecosystems in the world, supported by widespread smartphone usage, affordable internet and increasing consumption of short-form video content. With millions of creators actively creating content on digital platforms, more and more brands are leveraging this opportunity by communicating their unique selling propositions through digital and influencer-led marketing, leading to enhanced advertising spends.

Your Company is addressing this opportunity by building an integrated Attention Economy Platform (AEP) – HIPI 2.0. This platform brings together creators, brands and audiences within a single ecosystem, going beyond content discovery to enable engagement and monetisation.

The objective is to create a seamless environment where:

- **Creators can grow,**
- **Brands can connect effectively with audiences,**
- **Buyers and sellers can benefit and**
- **Users can engage more deeply with content.**

Zee Entertainment Enterprises Limited

Regd Office: 18th floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400 013, Maharashtra, India

D: +91 22 7106 1234 | CIN: L92132MH1982PLCO28767 | W: www.zee.com



A key focus of **HIPI 2.0** is to build multiple monetisation avenues for creators. This includes enabling direct collaborations between brands and creators for influencer campaigns and performance-driven marketing. By offering an end-to-end solution, the platform seeks to improve efficiency for both creators and brands. The platform is also focused on building strong national and regional creator communities across all city-tiers with a special focus on the growing Tier 2 and Tier 3 markets, where regional content is seeing rapid growth. At the same time, it enables small and medium businesses to access influencer marketing through simple, flexible and cost-effective solutions.

This aligns with our broader approach of expanding into new growth areas and strengthening your Company's position as a Content and Technology Powerhouse. We remain confident that our focused approach towards the '**Attention Economy Platform**' will help the creator community and at the same time unlock new revenue streams for your Company, deepening its audience engagement across businesses.

We thank you for your continued trust and support.

Yours Truly,

Zee Entertainment Enterprises Ltd.