November 12, 2026

Re: AMAGI/SE/2026-27/84

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001, Maharashtra
Scrip Code – 544679

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051, Maharashtra
Symbol – AMAGI

Dear Sir/Madam,

Subject: Press Release –November 12, 2026.

Please see enclosed the Press Release dated November 12, 2026 titled "*Amagi and Golden Times Media Technology to Bring Chinese Entertainment Channels to Global Platforms".*

This disclosure is made pursuant to the requirements under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Press Release is also being hosted on the Company's website at https://www.amagi.com/investors/notifications.

We request you to please take the same on record.

Thanking you.

For and on behalf of **Amagi Media Labs Limited**

SRIDHAR MUTHUKRISHNAN
Digitally signed by SRIDHAR MUTHUKRISHNAN
Date: 2026.11.12 15:14:00 +05'30'

Sridhar Muthukrishnan
Company Secretary and Compliance Officer
Membership No.: F9606

Encl.: As above

Amagi and Golden Times Media Technology to Bring Chinese Entertainment Channels to Global Platforms

Drama Short, Chinese Kung Fu, and AniVerse join Amagi CONNECT, the global content marketplace, giving streaming, FAST, and CTV platforms worldwide a direct line to short-form drama, martial arts and animation

***Bangalore*, November 12, 2026** — Amagi, the media industry cloud company, today announced a partnership with Golden Times Media Technology (stock code 920021.BJ), a Beijing-based media and technology company, to bring its entertainment channels to platforms and audiences outside of China. The partnership will initially bring four of Golden Times Media's technology channels – Drama Short, Chinese Kung Fu, AniVerse, and C Drama+ – onto the Amagi® CONNECT marketplace, making them available for discovery by platforms around the world. Golden Times plans to add more channels, including movie, cycling, and food channels, to Amagi CONNECT over time.

Golden Times Media Technology has built its entertainment portfolio for audiences in China and is now introducing it internationally. This partnership reflects Amagi's broader effort to bring great content from every market to more viewers, on whatever platform they watch.

Through Amagi CONNECT, platforms can review the channels and request a connection. When a platform agrees to carry a channel, Amagi Direct Delivery supports efficient delivery from Golden Times Media to that platform.

"Reaching audiences outside China has been a goal for us for some time," said Jason Cheung, Global Business Development Manager, Golden Times Media Technology. "Amagi gives us a direct way to put our channels in front of international platforms, helping us introduce viewers around the world to content our audiences in China already enjoy."

"Platforms are always looking for distinctive content that gives viewers reasons to stay, and short-form drama, martial arts, and animation each deliver on that," said Thomas Parsons, Senior Director, Amagi. "Amagi CONNECT gives Golden Times one place to present its compelling lineup to platforms worldwide, and gives those platforms a streamlined way to discover and evaluate it. We see this as the start of a long partnership, and we look forward to bringing more of Golden Times' channels to audiences around the world.

The four channels included in this initial phase offer distinct entertainment propositions: Drama Short features short-form drama programming; Chinese Kung Fu features combat sports events and tournaments; AniVerse offers animation content; and C Drama+ focuses on premium TV series such as period dramas and romance. Together, they represent a first sample of Golden Times Media Technology's broader portfolio as the company begins to introduce its content to international markets.

The partnership further demonstrates Amagi's continued work with Asia-Pacific content owners as they take their channels to global streaming, FAST, and CTV platforms.

Platforms interested in evaluating the channels can find them on Amagi CONNECT.

About Golden Times Media Technology

Golden Times Media Technology (founded in 2011, publicly traded on the Beijing Stock Exchange under stock code: 920021.BJ) is a leading provider of ultra-high-definition (UHD) video transmission technologies and digital content operations, serving major mainstream media and entertainment channels across China. Deeply rooted in professional video encoding/decoding, UHD transmission, and broadcast-and-telecom-grade distribution, the company is actively expanding its global footprint through technology-driven innovation and content licensing. Empowered by advanced AIGC and video intelligence capabilities, Golden Times Media Technology is building a robust international matrix spanning FAST (Free Ad-supported Streaming TV) operations, global copyright trading, and advanced technology deployment—featuring premium specialized channels such as AniVerse and Drama Short. By seamlessly integrating cutting-edge video technology with rich media assets, the company is dedicated to delivering superior audiovisual experiences and exceptional commercial value to global audiences and partners.

About Amagi

Amagi (www.amagi.com) is the media industry cloud, helping broadcasters, streamers, and content owners create, deliver, and monetize video at scale. The Amagi platform unifies content production, playout, distribution, and monetization across linear TV, FAST, streaming, and social so customers can maximize reach, engagement, and revenue. Distributors, including connected TV platforms and pay-TV operators, use Amagi to acquire, curate, and serve content to their audiences more efficiently. Amagi manages 16,000+ channel deliveries across 300+ distributors in 40+ countries.

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