



July 29, 2026

Re: AMAGI/SE/2026-27/43

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 – July 29, 2026.

Please see enclosed the Press Release dated July 29, 2026 titled “*Amagi Appoints Martin Wacker to Lead Sales for DACH, Strengthening European Expansion*”.

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

Company Secretary and Compliance Officer
Membership No.: F9606

Encl.: As above



Amagi Media Labs Limited

(formerly known as “Amagi Media Labs Private Limited”)
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Amagi Appoints Martin Wacker to Lead Sales for DACH, Strengthening European Expansion

Industry veteran joins Amagi to drive growth in Europe's leading broadcast market and advance cloud-native broadcast, FAST, and AI-driven operations.

LONDON — July 29, 2026 — Amagi, the media industry cloud platform for unified broadcast, streaming, and monetization, has announced the appointment of **Martin Wacker** as Head of Sales for DACH and CEE. Based in Hamburg, Wacker will lead Amagi's growth strategy in the region, reinforcing the company's commitment to one of Europe's most influential media markets.

Germany represents a cornerstone of the European broadcast ecosystem. It is one of the largest TV advertising markets in Europe and the most populous country in the European Union, with a population of approximately 84 million. The market is defined by its uniquely complex dual broadcasting system, combining a strong public broadcasting infrastructure alongside major commercial players.

As broadcasters and streaming platforms across Germany accelerate their transition toward IP-based distribution, FAST (Free Ad-supported Streaming TV), and AI-driven media workflows, Amagi is expanding its regional leadership to meet growing demand for cloud-native broadcast and streaming solutions.

Martin Wacker brings over two decades of leadership experience across media, broadcast, and digital technology. He has held senior roles at leading German broadcasters RTL and Kabel1, as well as positions within film and post-production companies, advertising agencies, and marketing technology providers. Known for driving transformation and business growth, Wacker combines strategic vision with deep operational expertise across broadcast, content production, distribution, and AdTech.

With an entrepreneurial mindset and hands-on approach, Wacker has founded three companies and successfully guided two startups into the European market. His experience spans international business development, digital transformation, and the creation of scalable, future-ready organizations.

"Germany is a strategically critical market for Amagi, given its leadership in European broadcasting and its adoption of cloud-native and FAST technologies," said **Emma Whitmore**, SVP-Sales EMEA, Amagi. "Martin's deep industry expertise, strong relationships across the German media ecosystem, and proven track record in business transformation make him the ideal leader to drive our expansion in the region."

In his new role, Wacker will focus on expanding Amagi's footprint among broadcasters, OTT platforms, and content owners, helping them modernize operations, scale distribution, and unlock new monetization opportunities across connected TV environments.

“I am excited to join Amagi at such a transformative moment for the media industry,” said **Martin Wacker**, Head of Sales, DACH and CEE, Amagi. “The DACH region's broadcast and streaming landscape is evolving rapidly, with increasing adoption of FAST, cloud-native playout, and AI-driven content workflows. Amagi's platform is uniquely positioned to support this shift, and I look forward to working with partners across the region to help them scale efficiently and innovate with confidence.”

Wacker's appointment underscores Amagi's continued investment in Europe as part of its global expansion strategy. With a growing presence across EMEA, Amagi remains committed to enabling media companies to transition from legacy infrastructure to scalable, cloud-native ecosystems that power the next generation of broadcast and streaming services.

About Amagi

Founded in 2008, Amagi Media Labs Limited (www.amagi.com) is a cloud-native SaaS platform serving the global media and entertainment industry. Amagi enables media companies to launch, manage, distribute, and monetize live, linear, and on-demand content across cable, OTT, and FAST platforms without investing in traditional broadcast infrastructure. Its diversified platform, which includes Streaming Unification, Monetization & Marketplace, and Cloud Modernization, allows media companies to run end-to-end content operations, get comprehensive distribution reach, and offer monetization capabilities across streaming-led environments. Amagi is one of the few players in the media technology space that offers end-to-end, AI-enabled solutions across the video value chain. Amagi manages 9,000+ channel deliveries across 300+ distributors in 40+ countries with the aim of helping media companies build audience value using its cloud-native platform.