Crisil
a company of S&P Global

September 24, 2025

Listing Department
BSE Limited
P J Towers
Dalal Street
Mumbai 400 001

National Stock Exchange of India Ltd.
Exchange Plaza, 5th floor
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai 400 051

Dear Sirs

Sub.: Acquisition of McKinsey PriceMetrix Co.: Disclosure pursuant to Regulation 30 of SEBI Listing Regulations

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), we wish to inform you that the Board of Directors of Crisil Limited has today approved acquisition of 100% of the equity share capital of McKinsey PriceMetrix Co. (incorporated in Nova Scotia, Canada), a step down subsidiary of McKinsey & Company, Inc. by Crisil Canada Inc., a wholly owned step-down subsidiary of Crisil Limited (held through Crisil Irevna UK Limited). The Acquisition shall be done at a consideration of USD 38,000,000 (United States Dollar Thirty Eight Million), subject to usual closing adjustments, including for cash, net working capital and indebtedness.

The acquisition is subject to meeting customary closing conditions.

Please find enclosed a press release in this regard and further details in terms of Regulation 30 read with Schedule III of the SEBI Listing Regulations and SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024.

This is for your information and records.

Yours sincerely,
For Crisil Limited

MINAL AMIT BHOSALE
Digitally signed by MINAL AMIT BHOSALE
Date: 2025.09.24 18:34:25 +05'30'

Minal Bhosale
Company Secretary
ACS 12999

Information pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

<table>
<tr><td>1.</td><td>Name of the target entity, details in brief such as size, turnover etc.</td><td>McKinsey PriceMetrix Co. (“PriceMetrix”), a step-down subsidiary of McKinsey & Company, Inc.

Founded in 2000, PriceMetrix is a leading software solution provider for wealth management firms and their financial advisors.

Brief details of financials for the year ended 31st December 2024 as per target’s tax filings*:

<table><tr><td>Turnover (Revenue from operations)</td><td>INR 94.2 Crores</td></tr><tr><td>PAT</td><td>INR 21.5 Crores</td></tr><tr><td>Net worth</td><td>INR 108.4 Crores</td></tr></table></td></tr>
<tr><td>2.</td><td>Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”</td><td>No. The acquisition does not fall within the definition of related party transaction(s) specified under SEBI Listing Regulations. None of the promoters/promoter group/group companies have any interest in the target entity being acquired.</td></tr>
<tr><td>3.</td><td>Industry to which the entity being acquired belongs.</td><td>Benchmarking analysis and advisory services for wealth management firms and their financial advisors.</td></tr>
<tr><td>4.</td><td>Name of acquirer</td><td>Crisil Canada Inc., a corporation incorporated under the laws of Ontario, Canada.

Crisil Irevna UK Limited, the parent company of Crisil Canada Inc. and a wholly owned subsidiary of Crisil Limited, will also be a signatory to the Share Purchase</td></tr>
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		Agreement. Further, Crisil Irevna UK Limited will invest up to USD 38.5 million into Crisil Canada Inc. to enable Crisil Canada Inc. to make the acquisition and cover all related ancillary expenses thereto.
5.	Relationship of acquirer with the listed entity	Crisil Canada Inc. is a wholly owned subsidiary of Crisil Irevna UK Limited, which is a wholly owned subsidiary of Crisil Limited.
6.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The acquisition will complement Crisil's existing portfolio of products and expand its existing set of offerings. The deal is in line with Crisil's strategy to be a leading player in the growing market for global benchmarking analytics.
7.	Brief details of any governmental or regulatory approvals required for the acquisition.	No
8.	Whether the transaction will be in tranches	No
9.	Indicative time period for completion of the acquisition	The acquisition is subject to meeting customary closing conditions. The acquisition is expected to be completed within 180 days, subject to extensions as necessary.
10.	Nature of consideration – whether cash consideration or share swap and details of the same	The consideration will be paid in cash.
11.	Cost of acquisition or the price at which the shares are acquired	USD 38,000,000 (United States Dollar Thirty Eight million, equivalent to approx. INR 335 crore), subject to usual closing adjustments, including for working capital, indebtedness and cash.
12.	Percentage of shareholding / control acquired and / or number of shares acquired	100%

13.	Brief background about the entity acquired in terms of products/ line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	Founded in 2000, PriceMetrix is a leading software solution provider for wealth management firms and their financial advisors. PriceMetrix aggregates data from wealth management firms to provide benchmarking, pricing intelligence and practice management solutions. It enables firms to optimize pricing, improve client relationships and enhance business performance. PriceMetrix also conducts comprehensive industry surveys of the North American wealth management sector. PriceMetrix is headquartered in Toronto, Canada and currently services clients in Canada and the US. Revenue for last 3 years as per target's tax filings*: • INR 94.2 Crores in 2024 • INR 89.9 Crores in 2023 • INR 81.5 Crores in 2022

**Note: PriceMetrix reports its financials in Canadian Dollars for tax purposes. The financials have been converted from Canadian Dollars to Indian Rupees at the exchange rate prevailing at the respective year ends (Source: S&P Global)*

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Press release

September 24, 2025 | Mumbai

Crisil to acquire McKinsey PriceMetrix Co.

Acquisition expands Crisil's benchmarking offerings across the Wealth Management value chain

PriceMetrix will be integrated with Crisil Coalition Greenwich (CCG), a leading provider of strategic benchmarking, analytics, and insights to the financial services industry

Crisil, an S&P Global Company, announced the acquisition of McKinsey PriceMetrix Co. (“PriceMetrix”), a leading provider of performance benchmarking and data-driven insights for the wealth management industry.

PriceMetrix, based in Toronto, serves leading wealth management firms in the U.S. and Canada. Its proprietary database covers $8 trillion in assets under management and 30 million investment accounts, backed by 25 years of data. The acquisition includes key products such as ValueOne, FeeCheck, CommissionCheck, SignalOne, advisory services, and comprehensive surveys of the North American wealth management sector.

This planned acquisition aligns with Crisil’s strategy to scale in wealth management and extend sector benchmarking capabilities to large global banks, traditional wealth managers, and registered investment advisors (RIAs).

"With this acquisition, Crisil strengthens its position as a leading provider of benchmarking and analytics across financial services," said Amish Mehta, Managing Director & CEO, Crisil. "PriceMetrix's proven expertise in wealth management and its rich data assets perfectly complement our existing offerings. Together, we will deliver enhanced insights and create significant value for clients globally."

Post-transaction, PriceMetrix will be part of Crisil Coalition Greenwich, and its employees will transition to Crisil. McKinsey will continue leveraging PriceMetrix insights for its client engagements.

"PriceMetrix has been an important part of our wealth and asset management practice. We are fortunate to have had the opportunity to work with this outstanding team and to have played a part in further developing what is now a market-leading capability,” said Jonathan Godsall, Senior Partner, co-lead of McKinsey & Company’s Global Wealth & Asset Management practice. “We are grateful to all our colleagues and clients who have been part of that journey and are excited about their future under Crisil’s leadership and direction."

The transaction is expected to be completed over the coming months, subject to meeting customary closing conditions.

For further information,

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About Crisil

Crisil is a global, insights-driven analytics company. Our extraordinary domain expertise and analytical rigour help clients make mission-critical decisions with confidence.

Large and highly respected firms partner with us for the most reliable opinions on risk in India, and for uncovering powerful insights and turning risks into opportunities globally. We are integral to multiplying their opportunities and success.

Headquartered in India, Crisil is majority owned by S&P Global.

Founded in 1987 as India's first credit rating agency, our expertise today extends across businesses: Crisil Ratings, Crisil Intelligence, Crisil Coalition Greenwich and Crisil Integral IQ.

Crisil's global workforce operates in the Americas, Asia-Pacific, Europe, Australia and the Middle East, setting the standards by which industries are measured.

For more information, visit Crisil.com

Connect with us: LinkedIn | Twitter

About Crisil Coalition Greenwich

Crisil Coalition Greenwich is a leading provider of strategic benchmarking, analytics and insights to the financial services industry, and specializes in providing unique, high-value and actionable information to help clients measure and drive their business performance.

Crisil Privacy

Crisil respects your privacy. We may use your personal information, such as your name, location, contact number and email id to fulfil your request, service your account and to provide you with additional information from Crisil. For further information on Crisil's privacy policy please visit www.Crisil.com/privacy.

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