Date: November 13, 2026

National Stock Exchange of India Limited
Listing Department
"Exchange Plaza", C-1, Block G,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051.
Scrip Symbol: FUSIONCX
ISIN: INE0N2201019

BSE Limited
Department of Corporate Services
Floor 25, P. J. Towers, Dalal Street,
Mumbai- 400001.
Scrip Code: 544995
ISIN: INE0N2201019

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release on the acquisition of impacx, Germany, by Fusion BPO Services Limited, a UK based wholly owned subsidiary of the Company.

Dear Sir/Madam,

With reference to our intimation dated November 13, 2026, regarding the execution of a Share Purchase Agreement by Fusion BPO Services Limited, a UK based wholly owned subsidiary of Fusion CX Limited (the "Company") for the acquisition of 100% of the share capital of impacx solutions GmbH, tel-inform solutions GmbH and impacx services GmbH, each incorporated in Germany, the press release on the aforesaid acquisition is enclosed herewith.

The press release is also being made available on the website of the Company at www.fusioncx.com, in terms of Regulation 46 of the SEBI Listing Regulations.

This is for your information and records.

Thanking You,

For FUSION CX LIMITED

BARUN SINGH
Digitally signed by BARUN SINGH
Date: 2026.11.13 16:00:12 +05'30'

Barun Singh
Company Secretary and Compliance Officer
Membership No.: A32887

Press release

FOR IMMEDIATE RELEASE

Fusion CX Signs Agreement to Acquire Germany's impacx, Adding AI-First CX Operations and 270+ Clients

The deal adds 250 multilingual CX employees, AI in live operations since 2018, a proprietary data platform and the tel-inform virtual front-office business

KOLKATA, INDIA / KLEVE, GERMANY — November 13, 2026 — Fusion CX Limited (NSE: FUSIONCX; BSE: 544995) ("Fusion CX"), an AI-first customer experience and business process outsourcing company, today announced that it has signed an agreement to acquire impacx solutions GmbH, tel-inform solutions GmbH and impacx services GmbH (together, "impacx"), a customer experience group based in Kleve, Germany. The company has signed the binding agreement with impacx effective November 1, 2026, and the acquisition is subject to regulatory and statutory approvals. The acquisition marks Fusion CX's first foray into Germany market.

Impacx, which has run AI in live client operations since 2018, recorded about €11.9 million (about $13.2 million) in revenue in 2025 and has around 250 employees, with nearshore partners in Croatia and Greece extending its delivery.

Operating under two brand names, impacx and tel-inform together serve more than 270 clients in Germany, Austria, Switzerland, the Netherlands, Belgium, Luxembourg, France and Great Britain. impacx works with more than 20 well-known brands in telecom, insurance, retail and consumer goods in long-term sales and service partnerships. The company traces its roots to a family business founded in 1846 and has worked in customer experience since 1996.

The acquisition adds three things to Fusion CX: a client base in German-speaking Europe, a market it had not served from its own delivery operations; the impacx Data Hub, an AI-native platform that runs AI voice bots, quality assurance and workflow control; and tel-inform, a subscription-based virtual front-office business for around 250 professional practices and mid-sized companies.

Pankaj Dhanuka, MD & CEO of Fusion CX, said: "impacx has kept its enterprise clients for years, one of them since 2003. It has run AI in live operations since 2018 on a platform it built itself, and its teams work in German, French, Dutch and English. That combination is why impacx is our first acquisition in Germany, and 17th overall."

Bernhard Sack, CEO and owner of impacx, said: "We built impacx on long client relationships and, since 2018, on our own AI platform. Taking that platform further needs more scale and AI investment than a mid-sized German company can carry alone. That is why we chose Fusion CX."

AI-first operations

The in-house **impacx Data Hub** connects to more than 20 enterprise client systems and in November 2025 replaced impacx's legacy third-party CRM and telephony systems. impacx also deploys AI voice agents, and Works Council agreements for AI deployment are in place.

tel-inform's digital front-end services run on the impacx Data Hub, a cloud-based platform with its own front end that impacx built in-house. Standardized processes on the platform handle each client's individual workflow at scale, and the platform is the base for adding AI to the secretarial service.

About Fusion CX

Fusion CX (NSE – **FUSIONCX**; BSE – **544995**) is an AI-first customer experience and business process outsourcing company founded in 2004 and headquartered in Kolkata, India. It handles voice, email, chat, social media and messaging for clients in telecom and utilities, healthcare and life sciences, high tech, travel, BFSI and retail, with 15,500+ employees across 42 locations in 14 countries. Its AI portfolio, developed through Omind, includes AI QMS, Accent Harmonizer, Sayin.ai and Semantify, and works alongside human agents in a "human + tech" delivery model. For more information, visit www.fusioncx.com.

About impacx

impacx is an AI-first customer experience company headquartered in Kleve, Germany, with a second site in Krefeld and 30 years of sales and service work for established brands across eight European markets. Its around 250 employees deliver outbound sales, second-level service and multichannel customer care in German, English, French and Dutch for more than 20 well-known brands. Its tel-inform brand runs AI-first, subscription-based virtual front-office services for around 250 professional practices and mid-sized companies. impacx has run AI in production since 2018. Its proprietary impacx Data Hub connects to more than 20 enterprise client systems, and nearshore partners in Croatia and Greece extend its delivery.

Forward-looking statements

This press release contains forward-looking statements that reflect Fusion CX's current views about future events. They are subject to risks and uncertainties, many outside the company's control, and actual results may differ materially. Fusion CX undertakes no obligation to update these statements, except as required by law.

Media contact

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