

Date- 04.11.2024

To,
National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (West), Mumbai- 400051

Dear Sir,

Sub: Maxposure Limited partners with Miami-based ASG to market its Wireless IFE Solution (AeroHub) in Americas market.



Maxposure Limited ties up with Miami-based Avionics Support Group (ASG) to announce a strategic partnership to deliver a new wireless in-flight entertainment (w-IFE) system (AeroHub) for the Americas market; building on Aviation Tech Legacy.

The collaboration was announced at the recently held APEX Global EXPO at Long Beach, California in USA.



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Battery Powered AeroHub



Aircraft Powered AeroHub PRO

Maxposure Limited, bringing 17 years of expertise to the partnership, will complement ASG's hardware prowess with its cutting-edge wireless streaming system; AeroHub. "Together, we will set a new benchmark in passenger entertainment, enhancing the overall customer travel experience," said Prakash Johari, CEO at Maxposure Limited.

The partnership combines ASG's aviation engineering expertise with Maxposure's content delivery capabilities, promising to enhance operational efficiency and passenger experience in commercial aviation. It marks ASG's latest step in a journey that began with certifying the world's first fixed electronic flight bag mount.

"Partnering with Maxposure Limited allows us to expand our service offerings and elevate the in-flight experience for airlines and passengers alike," said Hugo L. Fortes, Vice President of ASG. The new AeroHub system will offer passengers access to movies, TV shows, music, interactive games, onboard apps, 3D Map (flight 360) through high-speed wireless connectivity.

The AeroHub wireless IFE system features a user-friendly interface supporting multiple personal devices, high-definition content delivery, and robust security features. Beyond entertainment, ASG's solutions enable pilots to access real-time weather data, weight and balance calculations, and flight plans globally through satellite connectivity.

ASG has built its reputation as a single-source solution provider for real-time connectivity across all flight phases. The company's portfolio includes electronic flight bags, satellite communications, and IFE systems. Their solutions have been adopted by major carriers worldwide, including JetBlue, Southwest Airlines, and Qantas, with installations ranging from Airbus A350s to Boeing 737s and even the specialised Airbus Beluga.



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The collaboration is effective from November 1st, 2024, with initial deployments across selected airlines in the Americas.

At APEX Global EXPO, Carlos Monsalve, VP of Sales & Business Development at ASG, highlighted the company's comprehensive capabilities: "We have our own FAA-designated engineering representatives who can certify avionics and satellite equipment. We work closely with Boeing and other manufacturers to provide EFB mounts and power units for pilots." The company's innovations extend to safety features, including a thermal runway prevention design allowing quick iPad removal in case of cockpit fires.

ASG said this partnership represents a natural evolution for the company, which has historically focused on empowering pilots through technology. "We help airlines save a tremendous amount of money because pilots are able to make better decisions and perform better," explained Monsalve. The company's solutions integrate various aircraft systems, connecting iPads to power Ethernet adapter units through aircraft interface devices and multiple satellite systems.

**By Order of the Board of Directors
For Maxposure Limited**

**Sakshi Mishra
Company Secretary & Compliance Officer
(ACS 49605)**

