

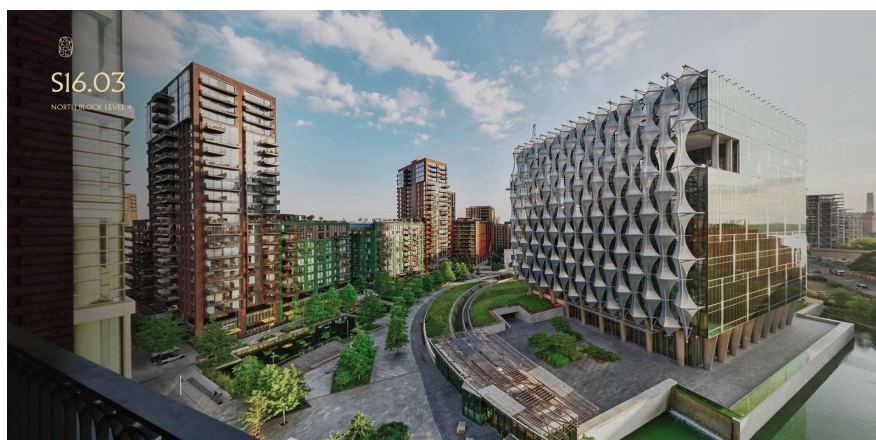
November 04th, 2025

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

NSE Symbol: MAXPOSURE

Dear Sir/Madam,

Sub.: Neutral Digital Delivers an Immersive Digital Platform for Ballymore's Landmark London Project, The Capston



Neutral Digital, the UK-based immersive experience and 3D visualisation arm of **Maxposure Limited**, has unveiled its latest innovation for **Ballymore's Landmark London Project- The Capston**. The project reinforces Neutral Digital's position as a leader in blending architectural storytelling with cutting-edge digital visualisation, creating business-critical sales and marketing tools that empower developers and sales teams to shorten the sales cycle by up to 50%, delivering a significant return on investment.

The Capston offers a high-end residential experience where art, design and service excellence come together. Ballymore wanted a digital solution that could tell the story of the development while also serving as a powerful, interactive sales tool for clients and agents alike.

Maxposure Limited

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Neutral Digital's bespoke web-based platform now acts as the central application tying together the entire sales environment, delivering immersive walkthroughs, filter and highlight apartment data in real time as well as manage client journeys.

The platform integrates a suite of advanced technologies:

- **Directus:** CMS back end for streamlined content and page management.
- **Crestron:** Smart home automation to control lighting and audio within the suite.
- **Unreal Engine Pixel Streaming:** Delivers high-quality 3D content even on lower-end devices, ensuring accessibility across environments.
- **Salesforce:** Integrated as the single source of truth for apartment data, eliminating manual spreadsheets and ensuring accuracy.
- **Light Swarm:** A physical model control system that highlights apartments via LEDs when search filters are applied or individual units are selected.

To make the solution accessible across markets, Neutral Digital also developed lightweight mobile and tablet versions, enabling remote and international sales teams to showcase. *The Capston* seamlessly without high-end hardware.

This project demonstrates Neutral Digital's ability to combine design, technology and user experience to create next-generation real estate visualisation tools. It also reflects Maxposure's commitment to delivering immersive, practical solutions that elevate marketing and sales experiences for global clients.

About Neutral Digital

Neutral Digital is a UK-based immersive experience studio and a subsidiary of Maxposure Limited. With expertise in XR, 3D visualisation, and aviation simulations, the Company services global airlines, hospitality brands and luxury enterprises. Neutral's work is defined by photorealistic execution and precision-engineered experiences for training, branding, and digital communication.

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

Priya Kesari
Company Secretary and Compliance Officer
ACS 22710

Place: New Delhi

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

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