

August 14th, 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, a Maxposure Limited Company, Powers Alaska Airlines' International Expansion with Cutting-Edge 3D Aircraft Visualization



Neutral Digital, the immersive experience and 3D visualisation division of Maxposure Limited, continues to strengthen its position as a trusted creative partner for global aviation brands with its latest collaboration with Alaska Airlines. This marks the second engagement within the Alaska Airlines Group for Neutral Digital, following a successful visualization project for Hawaiian Airlines.

Alaska Airlines, known for its strong regional presence, is making significant strides toward becoming an International carrier. As part of this strategic transition, the airline recently unveiled a redesigned livery inspired by the captivating Aurora Borealis, symbolising a bold new chapter in its

Maxposure Limited

#TheAddress, Plot No 62,
Okhla Phase-3, New Delhi-110020, India
Tel +91-11-43011111, Fax +91-11-43011199
CIN L22229DL2006PLC152087

✉ cs@maxposuremedia.com

🌐 maxposuremedia.com

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

brand evolution. In line with this transformation, Neutral Digital was entrusted with crafting a hyper-realistic 3D visual representation of the new look for the Boeing 787-9 aircraft – the airline’s first widebody aircraft configured for international travel.



Neutral Digital brought the vision to life by texturing the B787-9 with the freshly unveiled livery, ensuring it reflected the real-life aircraft down to the finest detail. The team also produced a high-impact, 20-second animation that showcased the aircraft from multiple dynamic angles, capturing the elegance and energy of the Aurora-themed design. Custom backgrounds were integrated to align with the narrative Alaska Airlines sought to convey, helping the animation resonate deeply with industry audiences and the airline’s global stakeholders.

The project underscores Neutral Digital’s growing reputation in the aviation sector for its unparalleled capabilities in aircraft visualisation and storytelling through immersive media. The successful rollout of this animation has already garnered positive reception across the industry, reinforcing Alaska Airlines’ refreshed brand identity and the creative impact of Neutral Digital’s work.

With discussions already underway for future collaborations, this engagement signals a deepening partnership between Neutral Digital and the Alaska Airlines Group as they chart new skies together. This milestone further aligns with Maxposure Limited’s vision to lead the convergence of media, design, and technology across high-growth industries, while delivering world-class content solutions that drive value for clients and stakeholders alike.

About Neutral Digital

Neutral Digital is a UK-based immersive experience studio and a subsidiary of Maxposure Limited. With expertise in XR, 3D visualization, 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

Date: 14.08.2025
Place: Delhi

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

Maxposure Limited

#TheAddress, Plot No 62,
Okhla Phase-3, New Delhi-110020, India
Tel +91-11-43011111, Fax +91-11-43011199
CIN L22229DL2006PLC152087

✉ cs@maxposuremedia.com

🌐 maxposuremedia.com