

October 16th, 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 helps SAS Animation to Join Emerging Instagram Trend in 5120x1080 Format



Neutral Digital, a UK-based immersive and 3D visualisation arm of Maxposure Limited, has partnered with Scandinavian Airlines (SAS) to creatively reformat their latest animation into the trending 5120x1080 resolution — an emerging ultra-wide visual format taking over Instagram.

This project demonstrates Neutral Digital's commitment to innovation and trend responsiveness in digital content creation. Using a SAS A320neo set against a distinctly Scandinavian backdrop, the animation was reimaged to align with the new panoramic format, designed to captivate audiences with a cinematic aesthetic that performs exceptionally well across social media platforms.

The 5120x1080 trend, known for its expansive perspective and scroll-stopping appeal, is rapidly gaining traction as brands and creators explore immersive, dual-screen-style compositions.

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

By transforming SAS's animation into this format, Neutral Digital ensures the airline's content remains at the forefront of visual innovation — bridging high-quality design with social-first relevance.

This animation is a prime example of how Neutral Digital can bring any airline's marketing and social media vision to life. With a creative team of experts in 3D visualisation, motion design, and immersive storytelling, Neutral Digital delivers tailored, trend-led solutions that enhance engagement and brand presence across digital platforms.

The collaboration highlights Neutral Digital's expanding role in digital transformation, creative technology, and content innovation — crafting design solutions that stay ahead of both cultural and technological trends. For Maxposure, this partnership reinforces the company's influence in global aviation media and experiential technology. By continually investing in digital-first innovation through its subsidiaries, Maxposure positions Neutral Digital as a key driver of forward-looking, trend-savvy visual experiences.

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

Place: New Delhi