

July 17th, 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 Unveils Destination-Themed Animation for Scandinavian Airlines' New Mumbai Route**



Neutral Digital, a UK-based leader in immersive experience design and 3D visualisation, and a subsidiary of Maxposure Limited, has delivered a striking digital asset to commemorate Scandinavian Airlines' (SAS) new international route connecting Copenhagen and Mumbai. This initiative celebrates SAS's re-entry into the Indian market after a 17-year hiatus and positions Mumbai as a key strategic node in the airline's global expansion.

The 3D animation, designed as a high-impact destination-themed visual, brings together iconic visuals of Mumbai — including the Bandra-Worli Sea Link, the Gateway of India, and the city's dynamic skyline. The visualisation features the Airbus A320neo, styled in SAS's signature livery, gracefully soaring over the photorealistic cityscape. The asset forms a cornerstone of the airline's brand campaign for the launch and is tailored for digital and social media engagement.

This project is emblematic of Neutral Digital's capabilities in creating high-fidelity aviation content that blends storytelling with technical precision. The firm's 3D Visualisation team engineered the animation to reflect both the scale and spirit of Mumbai, while highlighting SAS's modern fleet and design ethos. Notably, SAS has been recognised by Cirium as the world's most punctual airline for two consecutive months, underscoring the importance of reliability in its network narrative — an aspect seamlessly incorporated into the animation's tone and execution.

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**Maxposure Limited**

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Neutral Digital has a long-standing portfolio of global airline collaborations focused on visualising route launches, new aircraft configurations, immersive cabin tours, and brand narratives. The SAS-Mumbai campaign adds to its growing reputation as a go-to digital innovation partner in the aviation space.

This project also reinforces Maxposure Limited's global footprint and strategic investment in immersive technology through its subsidiaries. By integrating design, digital media, and cutting-edge visualisation, Maxposure is supporting airlines in redefining customer engagement and brand storytelling amid a rapidly evolving travel landscape.

### **About Neutral Digital**

Neutral Digital, a subsidiary of Maxposure Limited, is a UK-based creative studio specializing in immersive experiences, 3D visualization, XR development, and digital storytelling for the aviation and transport industries. The studio blends art, technology, and strategy to create cutting-edge content for clients across Europe, the Middle East, and Asia-Pacific.

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

**Priya Kesari**  
**Company Secretary and Compliance Officer**  
**ACS 22710**

**Date: 17.07.2025**  
**Place: Delhi**