

July 28<sup>th</sup>, 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 Enhances Air Nostrum Branding with Stunning 3D brand end card film of CRJ1000 Aircraft**



Neutral Digital, the immersive experience and 3D Visualisation arm of Maxposure Limited, has brought the Air Nostrum, the regional airline of Iberia group to life through a stunning new 15-second animation that captures the elegance and power of the CRJ1000 aircraft in rich, photorealistic detail.

Developed as a brand end card film to be featured across Air Nostrum's corporate films and advertising assets, the animation tells a clear and compelling visual story: that of a modern airline rooted in precision, clarity, and performance. With its focus solely on the aircraft's sleek exterior, the animation is designed to leave a lasting impression, reinforcing the airline's visual identity with every frame.

No stylisation, no abstraction — just pure realism. True to Neutral Digital's creative philosophy, the film was crafted entirely in 3D photorealistic format, replicating real-world textures, lighting, and geometry to create a lifelike representation of the CRJ1000. This approach not only amplifies visual authenticity but also ensures consistency across platforms, whether the film is viewed on a corporate website, in a promotional video, or during a digital campaign.

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**Maxposure Limited**

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### What makes this project stand out:

- **Photorealistic Detailing:** From the aircraft's aerodynamic form to the gleam of its fuselage, every element has been designed with an eye for accuracy and craft.
- **Purpose-Driven Creativity:** This isn't just animation for animation's sake — it's built specifically to serve as a visual brand signature for Air Nostrum's storytelling
- **Platform Versatility:** The asset is designed to perform across multiple media formats, from high-definition corporate reels to fast-paced advertising spots.

Neutral Digital, with its roots in high-impact digital storytelling and immersive design, continues to push the boundaries of how aviation brands engage with audiences. As part of Maxposure Limited — India's leading tech-first content and media powerhouse — Neutral Digital combines domain expertise with creative engineering to deliver solutions that stand out in a crowded digital space.

This collaboration with Air Nostrum marks another proud milestone in Neutral Digital's growing aviation work, reinforcing Maxposure's long-term vision to scale immersive technology solutions across global industries. For investors, it is yet another signal of Maxposure's robust presence in the high-value aviation innovation ecosystem — powered by IP-led, cross-functional media offerings.

### 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: 28.07.2025**  
**Place: Delhi**

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