

October 08, 2025

To
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Subject: Intimation of Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Press Release dated October 08, 2025, titled “**Nazara Subsidiary Fusebox Games and All3media International to Launch New Interactive Mobile Game for ‘The Traitors’ In 2026.**”

This is for your information and records.

Thanking you.

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary and Compliance Officer

Encl. As above

NAZARA SUBSIDIARY FUSEBOX GAMES AND ALL3MEDIA INTERNATIONAL TO LAUNCH NEW INTERACTIVE MOBILE GAME FOR 'THE TRAITORS' IN 2026



8th October, India: Nazara subsidiary FuseBox Games and All3media International have announced *The Traitors: Interactive Game*, a new interactive game for mobile players.

Fusebox Games, a UK-based subsidiary of Nazara Technologies and the studio behind chart-topping narrative apps *Love Island: The Game* and *Big Brother: The Game*, has acquired worldwide interactive-game rights to **IDTV's** smash-hit psychological reality competition format **The Traitors**.

Set to launch in 2026 on iOS & Android, *The Traitors: Interactive Game* will give players the chance to test their deception, betrayal and strategy through this interactive gameplay.

All3Media International's partnership with Fusebox Games is the latest development in *The Traitors* ever evolving licensing programme. With *The Traitors Live Experience* launching recently in Covent Garden, London, All3Media International has also secured numerous deals across publishing, games, apparel and dress up lines.

The Traitors global expansion also continues onscreen. Over 30 territories across six continents have commissioned local format versions of the smash hit reality series. Recent international successes from the year include *The Traitors* India launching to stellar ratings on Prime Video and receiving a second season commission, as well as new adaptations commissioned in Brazil, Mexico, Mongolia and Ukraine. Additionally, the highly anticipated *The Celebrity Traitors* will launch on the BBC this month, with the likes of Stephen Fry, Alan Carr, Tom Daley and Charlotte Church amongst those banished to *The Traitors* castle.

Jason Easy, VP Licensing at All3Media International, commented on the deal, "Fusebox Games has repeatedly shown how to translate blockbuster television into genre-leading mobile gameplay and their vision for *The Traitors* will let fans around the world interact with the addictive gameplay of treachery and betrayal whenever they choose."

Fusebox CEO Terry Lee said, “We’re incredibly excited to bring *The Traitors* to mobile players around the world. It’s a format packed with tension, drama, and unforgettable twists, making it a perfect fit for interactive fiction. Our team is already hard at work crafting an experience that captures the betrayal, strategy, and suspense fans love, in a way only Fusebox can deliver.”

Nitish Mittersain, Joint MD & CEO, Nazara Technologies, added: “Fusebox’s mastery of narrative design, combined with the global pull of *The Traitors*, gives us a unique opportunity to deepen fan engagement and expand Nazara’s footprint in premium interactive fiction.”

About All3Media International:

All3Media International distributes popular, award-winning TV programmes to over 1,000 broadcasters and media platforms around the world and manages FAST and AVOD channels. The company has been celebrated for producing, marketing and distributing high-quality, ground-breaking and pioneering shows to a global audience from All3Media Group producers and leading third-party producers. All3Media International has consistently topped the Broadcast and Televisual annual Indies Surveys and received the Queen’s Award for Enterprise in recognition of its growth – twice. Its catalogue contains over 35,000 hours of content across all genres.

As well as one of Britain’s top-selling drama series MIDSOMER MURDERS, All3Media International’s quality scripted content includes returning favorites such as ALL CREATURES GREAT AND SMALL and TRIGGER POINT, celebrated classics SKINS, FLEABAG and IT’S A SIN and star-studded dramas such as THE ENGLISH, THE TOURIST in addition to upcoming series THE ASSASSIN starring Keeley Hawes and Freddie Highmore, TRESPASSES featuring Gillian Anderson and SECRET SERVICE led by Gemma Arterton.

The distributor’s expansive format slate includes global phenomenon THE TRAITORS. Named K7’s format of the year in 2024, over 30 territories have commissioned local versions, over 50 territories have broadcast episodes via tape sales and All3Media International also handles ancillary rights. Other celebrated formats include RACE ACROSS THE WORLD, LINGO and CASH CAB.

Scripted formats from All3Media International’s catalogue include LIAR, the global hit thrillers commissioned in 15 territories, INFORMER, BLOOD and CHEAT as well as more lighthearted series such as QUEER AS FOLK, LAID and STEP DAVE.

About Nazara Technologies:

Nazara Technologies is India’s only publicly listed gaming company. Its key businesses include Curve Games, Kiddopia, Animal Jam, Fusebox Games (Love Island, Big Brother), World Cricket Championship and Sportskeeda, along with offline gaming businesses such as Funky Monkeys and Smaash Entertainment. Nazara also operates Datawrkz, a digital ad tech business. With presence in India, North America, and other global markets, Nazara is building a global gaming platform with strong IP, publishing, and operating capabilities. Website: <https://www.nazara.com/>

For further information

Sharmilee Daru | SD@4wdtechpr.com | +91 9820699724

Saheli Chatterjee | saheli.chatterjee@4wdtechpr.com | +91 9163323848