



June 27, 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: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “Listing Regulations”) – Acquisition of all the Intellectual Property Rights of “Prime Timer” by Sportskeeda Inc., a wholly-owned subsidiary of Absolute Sports Private Limited, a material subsidiary of the Company.

With reference to the captioned subject and in compliance with Regulation 30 read with Schedule III of the Listing Regulations, we hereby inform you that, Sportskeeda Inc. (“Purchaser”), a wholly owned subsidiary of Absolute Sports Private Limited (“Absolute”), a material subsidiary of the Company, has on June 26, 2025, entered into an Asset Purchase Agreement (“the Agreement”) with Snugglegfish Media LLC (“Seller”) and Jed Rosenzweig (“Founder”), for acquisition of all the Intellectual Property Rights including brand, domain, content, IP, social accounts, associated with Prime Timer (“Prime Timer Business”) owned by the Seller and Founder, for an aggregate consideration not exceeding USD 500,000 (United States Dollars Five Hundred Thousand Only) (equivalent to ~ INR 4.28 Crores) to be paid in cash by the Purchaser to the Seller, in one or more tranches, in accordance with and on such terms and conditions as stated in the Agreement and in compliance with the applicable laws and such other regulatory / statutory approvals, as may be required.

The proposed acquisition is subject to fulfilment of certain customary conditions precedent and other terms and conditions as set forth in the Agreement.

The details in this regard, pursuant to Regulation 30 of the Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD-PoD2/CIR/P/0155 dated November 11, 2024, is enclosed as “Annexure-A”.

Kindly take the above information on your record.

Thanking you,

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary and Compliance Officer

Enc. As above

Annexure A

The details as required under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“Listing Regulations”) read with the SEBI Master Circular No. SEBI/HO/CFD-PoD2/CIR/P/0155 dated November 11, 2024 is as under:

Sr. No.	Particulars	Details
1	Name of the Target Entity details in brief such as size, turnover, etc	<p>Sportskeeda Inc. (“Purchaser”), a wholly owned subsidiary of Absolute Sports Private Limited (“Absolute”), a material subsidiary of the Company, is acquiring all the Intellectual Property Rights including brand, domain, content, IP, social accounts, associated with Prime Timer (“Prime Timer Business”) owned by Snugglesfish Media LLC. (“Seller”) and Jed Rosenzweig (“Founder”).</p> <p>Sportskeeda Inc. has entered into an Asset Purchase Agreement (“the Agreement”) with Snugglesfish Media LLC (“Seller”) and Jed Rosenzweig (“Founder”) on June 26, 2025, for recording the terms and conditions of the aforesaid acquisition.</p> <p>Snugglesfish Media LLC is the parent company of Prime Timer which is a digital media destination for content related to US focused TV shows and soap operas. The website garners 200K users and 1.4 million pageviews on a monthly basis.</p> <p>Prime Timer has achieved a gross turnover of USD 188,458 (United States Dollars One Eighty Eight Thousand Four Hundred Fifty Eight Only) for the twelve-month period ending May 2025.</p>
2	<p>Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired?</p> <p>If yes, nature of interest and details thereof and whether the same is done at “arm’s length”</p>	<p>The aforesaid acquisition of Prime Timer Business by Sportskeeda Inc. from Snugglesfish Media LLC and its Founder does not fall within related party transaction(s).</p> <p>The promoter / promoter group / group companies do not have any interest in the aforesaid acquisition.</p>
3	Industry to which the entity being acquired belongs	Digital Entertainment

Sr. No.	Particulars	Details
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity if the business is outside the main line of business of the listed entity).	<p>With the said acquisition of the Prime Timer Business, Absolute aims to strengthen its market position in the global entertainment media industry.</p> <p>Further, the acquisition offers an accelerated path to scale by leveraging the Group's proven content and technology infrastructure, combined with its expertise in the entertainment segment. Prime Timer's strong domain authority with engaged and sticky / returning user base and traffic driven primarily by user-generated content favoured by Google will further enhance its strategic value.</p>
5	Brief details of any governmental or regulatory approvals required for the acquisition;	No such approval required.
6	Indicative time for completion of acquisition	Within 30 days
7	Nature of consideration - whether cash consideration or share swap and details of the same;	The aggregate consideration not exceeding USD 500,000 (United States Dollar Five Hundred Thousand only) (equivalent to ~INR 4.28 Crores) shall be paid in cash, in one or more tranches, by the Purchaser to the Seller, in accordance with and on such terms and conditions as stated in the Agreement and in compliance with the applicable laws and such other regulatory / statutory approvals, as may be required.
8	Cost of Acquisition or the price at which shares are acquired	USD 500,000 (United States Dollar Five Hundred Thousand only) (equivalent to ~INR 4.28 Crores)
9	Percentage of shareholding / control acquired and / or number of shares acquired;	Not Applicable, given that the transaction relates to the acquisition of Prime Timer Business by Sportskeeda Inc.
10	Brief background about the entity proposed to be acquired in terms of product/ line of business acquired, date of incorporation, history of last three years turnover, country in which acquired entity has presence and other significant information	Not Applicable, given that the transaction relates to the acquisition of Prime Timer Business by Sportskeeda Inc.