



SHAREHOLDER & INVESTOR UPDATE -LAUNCH OF PHANTOM ANIMATION BUSINESS:

We are pleased to announce the launch of “**Phantom Animations**”, a dedicated animation division within the Phantom Group focused on creating and producing premium animated content for global audiences.

Following our strategic partnership with Zee Entertainment Enterprise Limited (“**ZEE**”), the division has already commenced production on two original animated web series for Zee, both slated for release next year. These projects mark the beginning of a long-term collaboration to jointly develop and own high-value animation intellectual properties (IPs).

In addition to IP creation, Phantom Animations will provide world-class animation production services to studios, platforms, and production companies worldwide, leveraging the Group's decades of experience in digital filmmaking, visual effects, and content creation.

The division is also pioneering a new Hybrid Filmmaking approach that combines traditional animation techniques with advanced AI-driven production workflows. We are currently developing AI-assisted content initiatives for Zee's platforms, positioning Phantom at the forefront of next-generation content creation.

Over the long term, Phantom Animations aims to build and own original global franchises, creating valuable intellectual property assets for the Group. The launch of this division represents another strategic step in Phantom's vision of expanding into high-growth creative and technology-driven verticals.

We remain excited about the opportunities ahead and look forward to updating shareholders as these initiatives progress.

Phantom Media Group (PMG): A Unified Global Platform

Phantom Media Group (“**PMG**”) is a brand initiative of Phantom Digital Effects Limited (“**Phantom**”), created to strengthen its global presence in the VFX and digital content services space, and does not constitute a separate legal entity.

To unify its global operations, Phantom has established Phantom Media Group (PMG) as a global umbrella brand, bringing together PhantomFX India, Tippett Studio (USA & Canada), Milk VFX and Lola Post (UK & Europe), Spectre Post (India), and China operations.

Each studio retains its own creative identity, while benefiting from shared technology, governance, and strategic alignment.

COMMITMENT TO TRANSPARENCY:

Phantom remains committed to transparency, regulatory compliance, and proactive investor communication.

**Thanking You,
For Phantom Digital Effects Limited**

**Bejoy Arputharaj Sam Manohar
Managing Director
DIN: 03459098**

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Place: Chennai

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor



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