Date: 03.05.2026

To,
The National Stock Exchange of India Ltd,
Exchange Plaza,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
NSE EQUITY SYMBOL: **PRUDENT**

To,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
SCRIPT CODE: **543527**

ISIN: **INE00F201020**

Sub.: Submission of Press Release – "AI-Powered Platform to Transform the Way Mutual Fund Distributors Grow Their Business".

Dear Sir / Ma'am,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit a copy of the press release issued by the Company titled "**AI-Powered Platform to Transform the Way Mutual Fund Distributors Grow Their Business.**"

The above information will also be made available on the website of the Company.

Kindly take the same on record.

Thanking you,

Yours Faithfully,

For, Prudent Corporate Advisory Services Limited

Kunal Amrishbhai Chauhan
Digitally signed by Kunal Amrishbhai Chauhan
Date: 2026.05.03 12:43:57 +05'30'

Kunal Chauhan
Company Secretary
Membership Number: FCS-13492

Encl.: As Stated

Prudent

— Money through wisdom —

LAUNCHES edge+

AI-Powered Platform to Transform the Way Mutual Fund Distributors Grow Their Business

One intelligent platform. Six powerful modules.
Your competitive edge, now supercharged.

Ahmedabad, May 2026 - Prudent Corporate Advisory Services Limited, a leading fintech platform for mutual fund distributors (MFDs), today announced the launch of its AI-powered business management tool build to help partners plan smarter, service clients better, market faster and grow their business with precision.

No software will ever know a client the way our mutual fund distributor does. That is the Emotional Quotient (EQ), and it stays with the partner. Edge+ is the Intelligence Quotient (IQ), the support system which will make every partner faster, sharper, and ready for what comes next. Edge+ is built around two outcomes that matter most to a partner: growing business and saving time.

The platform brings together its core capabilities under one intelligent interface:

1. Goal Planning

Distributors can now deliver goal-based solutions to clients in minutes. By inputting a client's risk profile and investment horizon, the AI instantly generates an optimal asset allocation across equity, debt, and hybrid instruments along with curated scheme recommendations. Partners can send a ready-made email communication and initiate transactions all from the same AI-powered screen.

2. Business Edge

Distributors can now spot and act on every growth opportunity sitting within their existing book. Age-wise and AUM-wise segmentation can help distributors pitch appropriate products to clients. Reach out to clients with large MF AUM but no broking account, no or low SIPs, ₹50 lakh+ stock portfolios yet to explore PMS, lapsed SIPs or a declining net sales trend. External AUM data adds a complete view for sharper, more informed conversations. Ready-made client communications are built in, making it effortless to reach the right client with the right message at the right time.

3. Marketing Engine

Edge+ built-in marketing module enables distributors to run SIP and lumpsum campaigns, drive event-based outreach, and send bulk emails to existing and prospective client, all powered by the platform's AI engine. Reaching existing and prospective clients has never been this fast and efficient.

4. Research

Edge+ Research module puts every critical fund parameter at a distributor's fingertips. P/E, P/B, Beta, Sharpe Ratio, Jensen's Alpha, market cap distribution, sector exposure, rolling returns and more. No more switching between tools or hunting for data. Everything needed to evaluate and recommend a fund is in one place.

Once decided, distributors can instantly share a FundzCard, a sleek client-ready fund summary, via email or WhatsApp. Research done. Client informed. In minutes.

5. Beyond Mutual Funds

A mutual fund distributor today is much more than that. Edge+ allows distributors to present themselves as multi-product distributors, offering health insurance, life insurance, broking, PMS/AIF, fixed deposits, bonds, loan against mutual funds and NPS, wherever they are qualified to do so.

Across every module, distributors can share ready-made product PDFs curated by Prudent. The result is seamless cross-selling, stronger client relationships and a practice that grows well beyond mutual funds.

Edge+ AI platform is now live in beta version and available to all our mutual fund distribution partners.

About Prudent Corporate Advisory Services Limited: (NSE: PRUDENT; BSE: 543527)

Prudent Corporate Advisory Services Limited (Prudent) is a retail wealth management services group based in India. The Company is among the top mutual fund distributors regarding assets under management ("AUM") and Commission received. With its unique business-to-business-to-consumer ("B2B2C") model and through its technology-enabled, comprehensive investment and financial services platform, Prudent provides end-to-end solutions critical for financial products distribution to individuals, corporates, high net worth individuals (HNIs), and ultra HNIs in India. The Company works through 143 locations in over 21 states and has a robust digital presence. It has evolved into a leading and respected distributor of mutual funds, insurance products, stockbroking, portfolio management schemes, unlisted securities, fixed deposits, alternative investment funds, national pension schemes, government & state government securities. Today, with a team strength of 1539 highly skilled professionals and 35,975 well-trained and qualified channel partners, Prudent is one of India's fastest-growing financial services Group. Prudent Corporate Advisory Services Limited was founded in 2003 and is headquartered in Ahmedabad, India. For more information, please visit our website www.prudentcorporate.com.

Forward-Looking Statement:

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prudent Corporate Advisory Services Ltd will not be responsible for any action based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances. For more information, contact:

Parth Parekh - Head Investor Relations

Tel: 9819878413 | Email: parth.parekh@prudentcorporate.com