

March 02, 2026

To,  
National Stock Exchange of India Limited  
(NSE: RATEGAIN)

BSE Limited  
(BSE: 543417)

**Sub: Press Release on “RateGain SoHo Wins Eight 2026 HSMAI Adrian Awards for Performance-Driven Social Media Campaigns”**

Dear Sir / Ma'am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on “RateGain SoHo Wins Eight 2026 HSMAI Adrian Awards for Performance-Driven Social Media Campaigns”

Please take the above information on record.

Thanking you.

Yours faithfully,  
**For RateGain Travel Technologies Limited**

**Mukesh Kumar**  
**General Counsel,**  
**Company Secretary & Compliance Officer**  
**Membership No.: A17925**

## RateGain SoHo Wins Eight 2026 HSMAI Adrian Awards for Performance-Driven Social Media Campaigns

**India, 2<sup>nd</sup> March 2026:** RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader of AI-powered SaaS solutions for the travel and hospitality industry, today announced that SoHo, its hospitality-first, AI-powered social media solution, has won eight 2026 HSMAI Adrian Awards, one of the hospitality industry's highest marketing honors, recognizing its ability to transform social media from a visibility channel into a measurable revenue driver.

At a time when hotel brands are navigating rising acquisition costs and increasing margin pressure, SoHo has built its social media philosophy around one clear principle: performance accountability. Rather than optimizing for impressions alone, SoHo designs campaigns that tie social engagement directly to bookings, revenue, and long-term brand equity.

In 2025, SoHo sharpened its focus on aligning paid and organic social strategies with performance benchmarks traditionally reserved for direct acquisition channels. Across campaigns for Grand Hyatt Baha Mar, Four Seasons Resort Bora Bora, Oberoi Hotels & Resorts, The Peninsula Beverly Hills, Royal Sonesta, and Margaritaville Beach Resort South Padre Island, the agency deployed AI-enabled optimization, high-intent audience segmentation, platform-native creative, and advanced conversion tracking to ensure measurable commercial outcomes.

“Performance cannot survive without branding. When brand equity disappears, so does conversion,” said **Carla Shaw, General Manager, RateGain SoHo**. “SoHo is solving the industry's biggest gap—making social media accountable to commercial outcomes. The campaigns recognized this year prove that authentic storytelling and trust are what ultimately power measurable revenue.”

The results demonstrate how a performance-led social strategy can deliver tangible business impact:

- 200+ incremental bookings directly influenced by social campaigns
- \$224K+ in directly attributable revenue
- Up to 235:1 return on ad spend
- Conversion rates increased by 615% versus prior benchmarks
- Organic campaign reach exceeding 150K views
- 8K+ meaningful guest interactions through content-led engagement
- 2x year-over-year growth in audience interaction

The HSMAI Adrian Awards recognize excellence in hospitality advertising, digital marketing, and integrated campaign strategy worldwide. SoHo's recognition reflects a broader shift across the industry: social media is no longer measured solely by engagement metrics, but by its contribution to revenue growth and sustainable brand equity.

With these wins, RateGain SoHo reinforces its position at the forefront of performance-driven hospitality marketing, where creative storytelling, AI-powered optimization, and commercial accountability work together to deliver measurable results.

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### About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 13,000+ customers and 700+ partners in 160+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion. RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business.

Founded in 2004 and headquartered in India, today RateGain works with 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rentals, and all leading OTAs and metasearch websites, including 25 Global Fortune 500 companies, in unlocking new revenue every day.

### Media Contact

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