

November 06, 2025

To,

National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on “RateGain Completes Acquisition of Sojern to Power the Next Phase of AI-Powered Growth in Travel and Hospitality”

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 Completes Acquisition of Sojern to Power the Next Phase of AI-Powered Growth in Travel and Hospitality.*”

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®

RateGain Completes Acquisition of Sojern to Power the Next Phase of AI-Powered Growth in Travel and Hospitality

Empowering travel brands to drive profitable growth through smarter, data-driven customer engagement.

India, 6th November 2025: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global provider of AI-powered SaaS solutions for the hospitality and travel industry, today announced the completion of its acquisition of Sojern, the leading AI-powered marketing platform built for hospitality. The transaction brings together two complementary forces in travel technology, RateGain’s expertise in Martech, revenue optimization and distribution with Sojern’s demand generation and traveler engagement capabilities, to create one of the most comprehensive AI-powered growth platforms, serving 13,000 customers in the Americas, Europe, Middle East and Africa, and Asia Pacific.

The combination positions RateGain among the top global travel technology providers by revenue and customer reach. Together, the companies will enable travel and hospitality brands to connect marketing, distribution, and revenue decisions through a an AI-driven platform enhancing multichannel demand generation for accurate targeting, pricing intelligence, and traveler engagement at scale.

“This acquisition marks a major milestone in RateGain’s evolution as we continue to scale globally and deepen our AI-led offerings,” **said Bhanu Chopra, Founder and Chairman, RateGain.** “Sojern brings complementary strengths in digital marketing and traveler engagement that enhance our ability to provide an end-to-end platform for driving profitable growth. Together, we are positioned to accelerate value creation for our shareholders and customers alike”

“Joining RateGain provides Sojern the opportunity to expand into new markets and enriches our global product portfolio to unlock our next phase of growth,” **said Mark Rabe, CEO, Sojern.** “Our shared vision to apply data and AI across the traveler journey via a unified platform creates a powerful foundation for measurable, sustainable growth in a dynamic global travel market.”

As RateGain and Sojern integrate their capabilities, the focus remains clear: driving innovation, strengthening customer outcomes, and building a future-ready platform for the travel ecosystem.

About Sojern

Sojern is a marketing platform built for hospitality, designed to boost growth and profitability for the travel industry. The Sojern marketing platform is a set of easy-to-use software and services that delivers unrivaled traveler insight, intelligent audiences, multichannel activation and optimization, and a connected guest experience—all in one place. More than 13,000 travel marketers rely on our platform annually to find, attract, convert and engage travelers. Founded in 2007, Sojern is headquartered in San Francisco, California with teams in the Americas, Europe, Middle East and Africa, and Asia Pacific.

About RateGain

RateGain Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ 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, car rentals, cruise lines, and OTAs drive better outcomes. Founded in 2004 and

headquartered in India, RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 15 Global Fortune 500 companies, unlocking new revenue every day. For more information, please visit www.rategain.com.

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