

Ref No: RML/2024-25/561

Date: March 1, 2025

To,
BSE Limited
Scrp Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Sub: Press Release

Dear Sir/Madam,

Please find enclosed Press Release Titled **“Proximus Global - Continued commitment to becoming global leader in digital communications”**.

The same is also available on the Company’s website at www.routemobile.com.

Thanking you,
Yours truly,

For Route Mobile Limited

Rathindra Das
Group Head- Legal, Company Secretary & Compliance Officer
M. No F12663

Encl: as above

Press Release

Proximus Global - Continued commitment to becoming global leader in digital communications

01 March 2025, Mumbai, India – Proximus Global, the recently launched entity encompassing the end-to-end digital communications solutions of Route Mobile, BICS and Telesign, has [announced its financial results](#) for the fourth quarter and full year of 2024.

Proximus Global ended the year strongly, with a 16% Direct Margin growth for Communications and Data services, performing at the top of the market, driving a 6.2% year-on-year growth in EBITDA. CPaaS, SMS and Omnichannel solutions enjoyed a strong fourth quarter, alongside continued growth in Mobility, Travel and eSIM solutions.

Guillaume Boutin, CEO of Proximus Global and Proximus Group, commented “I’m pleased to announce a strong closing of 2024, fully delivering on our guidance for the year. Our international activities delivered a 6.2% year-on-year EBITDA increase on a pro forma basis, showing the initial successes of our strategy. With the launch of Proximus Global we are marking a significant step in our journey to become a worldwide leader in digital communications, while preparing the organisation for a trajectory towards future value crystallization.”

Furthermore, as part of our continued focus on the growth of the new organization and in line with my planned exit towards Mid-May’25, I am happy to share that our Business Lead Rajdip Gupta will take on a more active role in the day-to-day management of the organization, continuing to support me operationally and taking a more active participation role in the decision-making of the business. I have every confidence that Rajdip and the talented leadership team will guide us effectively during this interim period.

Mr. Rajdipkumar Gupta, Business Lead at Proximus Global added “I look forward to playing a prominent role in safeguarding the success of Proximus Global on its journey to build the world’s Number 1 digital communications leader. Proximus Global has an incredibly strong value proposition, which is reflected and confirmed in the financial results we see today. I would like to thank our customers for their continued partnership and trust, and look forward to delivering value to them throughout the digital communications value chain.”

About Route Mobile Limited (www.routemobile.com; BSE: 543228; NSE: ROUTE)

Established in 2004, Route Mobile Limited (“RML”) is a cloud communications platform service provider catering to enterprises, over-the-top (OTT) players, and mobile network operators (MNO). RML’s portfolio comprises solutions in messaging, voice, email, SMS filtering, analytics, and monetization. RML has a diverse enterprise client base across various industries, including social media companies, banks and financial institutions, e-commerce entities, and travel aggregators. RML is headquartered in Mumbai, India, with a global presence in Asia Pacific, the Middle East, Africa, Europe, and the Americas. Route Mobile is now a part of Proximus Group, a provider of digital services and communication solutions operating in Belgium and international markets.

About Proximus Global

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world’s largest companies and emerging brands. Our unrivaled global reach empowers businesses to create

engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

About Proximus

Proximus Group (Euronext Brussels: PROX), headquartered in Brussels, is a provider of future-proof connectivity, IT and digital services, operating in the Benelux and global markets. The Group is actively engaged in building a connected world and in ensuring the trustworthiness, security and sovereignty of digital services, to the benefit of society.

Proximus has the ambition to build the #1 gigabit network for Belgium and plays a central role in creating inspiring digital ecosystems, while fostering an engaging culture and empowering ways of working. Building upon these strengths, Proximus aims to contribute to an inclusive and sustainable digital society, delight customers with an unrivalled experience and achieve profitable growth both locally and internationally to deliver long-term value for stakeholders.

In Belgium, Proximus' core products and services are offered under the Proximus, Mobile Vikings, Scarlet and Proximus NXT brands. The Group is also active in Luxembourg (Tango and Proximus NXT) and in the Netherlands (Proximus NXT). The Group's international carrier activities are managed by BICS, a leading international communications enabler, one of the key global voice carriers and the leading provider of mobile data services worldwide. With Telesign and Route Mobile, the Group also encompasses fast-growing leaders in digital communications and digital identity, serving the world's largest internet brands, digital champions and cloud native businesses.

With 11,654 employees, imbued with Proximus' Think Possible mindset and all engaged to offer a superior customer experience, the Group realized an underlying Group revenue of EUR 6,042 million end-2023.

For more information, visit www.proximus.com & www.proximus.be

Additional Resources

Follow Route Mobile on LinkedIn: <https://in.linkedin.com/company/routemobilelimited>

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Become a fan of Route Mobile: <https://www.facebook.com/Routemobilelimited>

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