

**Ref No:** RML/2026-27/710

**Date:** September 1, 2026

To,

**BSE Limited**

**Scrip Code: 543228**

**National Stock Exchange of India Limited**

**Symbol: ROUTE**

**Sub: Announcement under Regulation 30 - Press Release**

Dear Sir/Madam,

Please find enclosed Press Release titled **“Marko Erkcic appointed as CEO of Masiv”**.

This disclosure is made in accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to take the above information on record.

The same is also uploaded on the Company's website at [www.routemobile.com](http://www.routemobile.com)

Thanking you,

Yours truly,

For **Route Mobile Limited**

**Tejas Shah**

Company Secretary & Compliance Officer

ICSI Membership No: A34829

Encl: as above

## Marko Erkcic appointed as CEO of Masiv

A proven leader in the omnichannel communications space, Marko Erkcic joins at the helm of Masiv to accelerate CPaaS growth across LATAM and support Proximus Global's mission to evolve enterprise-consumer engagement worldwide.

**Bogotá, Colombia – September 1, 2026** – Masivian S.A.S. (operating as 'Masiv'), a Colombian CPaaS provider and a subsidiary of Route Mobile, a Proximus Global company, has announced the appointment of Marko Erkcic as its new CEO, effective today, September 1, 2026.

Marko Erkcic is an experienced growth and operations leader in the digital communications, telecommunications, and technology sectors, with a strong track record across Latin America. He brings commercial leadership experience from the payments and infrastructure industry, having served as Chief Revenue Officer at both Fora Solutions and Minka. Earlier in his career, Marko spent ten years in senior regional leadership roles at Infobip, spanning business development, country management, and regional leadership across Latin America. This combination of deep industry expertise and cross-sector commercial leadership positions him to accelerate Masiv's growth and deepen its omnichannel offering across the region.

Marko Erkcic said of his appointment: *"I am honored to join Masiv at such a transformative time. By combining Masiv's powerful omnichannel capabilities with the immense scale and resources of Proximus Global, we have a unique opportunity to redefine how enterprises build relationships with their audiences. I look forward to working with this talented team to build upon our CPaaS momentum and deliver the cutting-edge communications solutions that our customers rely on to grow and succeed."*

Masiv, a leading omnichannel communications platform, forms a key part of Route Mobile's CPaaS portfolio. It empowers businesses to build smarter, data-driven relationships with their customers.

Tushar Agnihotri, CEO, Route Mobile, said: *"We are very pleased to announce the appointment of Marko Erkcic as the new CEO of Masiv. As Proximus Global continues its mission to seamlessly connect, protect, and engage customers worldwide, Masiv will play a pivotal role in that journey, particularly in driving Route Mobile's strategy and accelerating our growth across the LATAM market. Marko's leadership and vision will help us empower more enterprises with world-class omnichannel solutions and solidify our position as a global CPaaS leader."*

**About Route Mobile Limited (<https://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.

For more information visit <https://www.proximusglobal.com/>

### **About Masivian S.A.S.**

Masivian S.A.S. (operating as 'Masiv') is a cloud communications platform service provider in Latin America, with strong presence in Colombia and Peru. Masiv offers multichannel notification services through SMS, OTT business messaging, email, as well as voice. Masiv platform orchestrates and automates A2P messaging and multichannel conversations for marketing and operations.

### **Media Contact:**

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