

27th October 2026

The Manager – Listing Department
National Stock Exchange of India Limited,
“Exchange Plaza”, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051.

Scrip Code: Vertoz
Series: EQ
ISIN: INE188Y01031

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“SEBI Listing Regulations”), please find enclosed herewith the press release titled “**Vertoz Introduces AI Connectivity for Advertisers and Publishers.**”.

The same is also available on the website of the Company at the URL <https://vertoz.com/ir/>.

This is for your information and records.

Thanking you,

Yours Faithfully,

For Vertoz Limited
(Formerly known as Vertoz Advertising Limited)

**NUPUR
JOSHI**

Digitally signed by
NUPUR JOSHI
Date: 2026.10.27
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Nupur Joshi
Company Secretary & Compliance Officer
Membership No. A43768
Encl: a/a



Vertoz Introduces AI Connectivity for Advertisers and Publishers

New integrations allow advertisers and publishers to access Vertoz Ecosystem through AI assistants, including ChatGPT, Claude, Gemini, and Perplexity.



Mumbai, October 27, 2026: Vertoz (NSE: VERTOZ), an AI-led advertising ecosystem engineered for outcomes, today announced the global launch of its Model Context Protocol (MCP) Connectors, enabling advertisers and publishers to securely access information from Vertoz's advertising technology platforms through compatible AI assistants.

As artificial intelligence becomes increasingly integrated into business operations, the way users interact with digital platforms is also changing. While dashboards remain central to advertising management, conversational AI interfaces are emerging as an additional way to retrieve information, review account details, and navigate platform data.

The newly introduced connectors are designed around this shift, enabling authorized users to access supported advertising and monetization information through natural-language queries without relying exclusively on conventional dashboard interfaces.

Connecting Advertising Platforms with AI Assistants

Built using the open Model Context Protocol standard, the connectors establish a connection between Vertoz's advertising platforms and compatible AI assistants.

The integrations have been tested with ChatGPT, Claude, Gemini, and Perplexity, allowing users to choose from multiple AI interfaces. Access is managed through OAuth-based authentication, with information availability determined by existing account permissions.

The launch covers two platforms within the Vertoz advertising ecosystem:

- **IngeniousPlex** – Advertiser MCP Connector: Allows advertisers to retrieve supported campaign, account, and advertising information through compatible AI assistants. The integration provides an additional way to access information from Vertoz's performance media buying platform.
- **IncrementX** – Publisher MCP Connector: Enables publishers to access supported website, advertising inventory, and monetization information through AI assistants, offering an alternative interface for retrieving information from Vertoz's publisher representation and monetization platform.

Both integrations complement existing platform dashboards rather than replace them, providing another way to access information relevant to advertising operations.

Bringing Conversational AI into Advertising Workflows

The introduction of MCP Connectors comes as businesses explore practical applications of conversational AI beyond content generation and general-purpose assistance.

For advertising technology platforms, one emerging use case involves making existing information accessible through AI interfaces that users may already be familiar with. This approach provides an additional option for routine information retrieval, particularly for advertisers managing campaign activity and publishers monitoring monetization performance.

Commenting on the launch, **Ash Shah, Founder and CEO, Vertoz**, said:

"AI assistants are becoming another way businesses access and work with information. In advertising, where teams regularly need campaign and monetization data, we see an opportunity to make that information easier to access. Our MCP Connectors introduce an additional interface for advertisers and publishers while retaining existing account permissions. This is an important step in our journey toward an AI-led advertising ecosystem engineered for outcomes."

Global Availability

The Vertoz MCP Connectors are now available globally to eligible users of IngeniousPlex and IncrementX at no additional connector charge. Charges associated with third-party AI services may apply.

Users can find connection instructions, supported integrations, and additional information on the dedicated MCP Connector page.

Learn More: <https://www.vertoz.com/ai-technology/mcp-connector/>

About Vertoz:

Vertoz is an AI-led advertising ecosystem engineered for outcomes. We offer integrated omnichannel media execution and transparent outcome delivery across search, social, programmatic, YouTube, conversational messaging, Connected TV, and OEM platforms - powered by innovative rich media ad formats.

Website: <https://www.vertoz.com/>