

Date: 28th November, 2025

To

The Board of Directors

Amagi Media Labs [Private] Limited

Raj Alkaa Park,
Sy. No. 29/3 and 32/2, 4th Floor,
Kalena Agrahara Village, Begur Hobli,
Bengaluru - 560 076,
Karnataka, India

Sub: Proposed initial public offering ("IPO") of equity shares (the "Equity Shares") of Amagi Media Labs [Private] Limited (the "Company" and such offer, the "Offer")

We refer to your request dated 28th November, 2025 regarding the content provided to you for your use of the following report prepared by 1Lattice, which is the trade name of Lattice Technologies Private Limited:

Streaming video software industry report

As requested by you, we accord our no objection and give consent to you and your advisors on the Offer for including our name as an expert, reproducing, extracting or utilizing the Report, whether in part or whole (hereinafter referred to as "**Material**") or including references to such Material made from the Report made available to you as part of the above subscription of the Report in the draft red herring prospectus ("UDRHP") to be filed with the Securities and Exchange Board of India (the "SEBI") and the stock exchanges where the Equity Shares are proposed to be listed (the "**Stock Exchanges**"), the red herring prospectus ("RHP") and the prospectus ("Prospectus") to be filed with the Registrar of Companies, Karnataka at Bengaluru ("RoC") and thereafter with the SEBI and the Stock Exchanges or any other document to be issued or filed in relation to the Offer in India, including any international supplement or wrap of the foregoing, for distribution to investors inside and outside India to be issued or filed, any presentation, publicity material, research reports, or other materials prepared by the Company or its advisors or their respective affiliates in relation to the Offer, (collectively with the DRHP, RHP and the Prospectus, the "**Offer Documents**") and each individually an ("**Offer Document**") subject to the following:

- You are reproducing the Material on an "as is where is" basis, clearly mentioning the document source and the date of release.

You agree and undertake to not to misrepresent, make any changes to, obliterate or tamper with the Report or present any part thereof out of context except in the case of the Material which has been approved by us. Further, the Company acknowledge and agree that Lattice Technologies Private Limited does not accept responsibility for the Offer Materials or any part thereof, except for the Report/Material.

We agree that such disclosures would be made only as deemed fit by the Company and the book running lead managers appointed in connection with the Offer ("BRLMs") and this letter does not impose any obligation on the Company and/or the BRLMs to make any or all the disclosures in any Offering Materials for which consent is being sought and is granted in terms of this letter.

We hereby consent to this certificate being disclosed by the Book Running Lead Managers, if required (i) by reason of any law, regulation, or order of a court or by any governmental or competent regulatory authority, or (ii) in seeking to establish a defense in connection with, or to avoid, any actual, potential or threatened legal, arbitral or regulatory proceeding or investigation. Streaming video software industry report does not accept responsibility for the Offer Documents or any part thereof, except in respect of and to the extent to the Material reproduced or included in the Offer Documents subject to the below stated disclaimer. We confirm that the information contained in the Material has been obtained or derived from publicly available sources and interaction with industry participants, which we consider as reliable and after exercise of reasonable care and diligence by us.

Further, we accord our no objection and give our consent for the Streaming video software industry report, this letter as well as the engagement letter dated 28th November 2025 executed between us and the Company being made available to the public on

the website of the Company and to the inclusion of such weblink to the Streaming video software industry report in the Offer Documents till the completion of the Offer.

We confirm that, as on date, we are an independent firm with respect to the Company and its current directors, promoters, key managerial personnel and the Book Running Lead Managers ("BRLMs").

We confirm that we are not and have not been engaged or interested in the formation or promotion or management of the Company and as per our records and information submitted by the Company, we confirm that the Company, its promoters, directors, key managerial personnel and the BRLMs are not a 'related party' as on the date of this letter, in accordance with the definition of 'related party' in Section 2(76) of the Companies Act, 2013 and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, each as amended. Further, we confirm that we and our associates do not hold any Equity Shares of the Company.

Given below is the disclaimer to be used in the Offer Documents:

This material has been prepared by 1Lattice, which is the trade name of Lattice Technologies Private Limited ("1Lattice", "we" or "our") with the intent to showcase our capability and disseminate learnings to potential partners/clients. The report has been prepared as a general summary of matters on the basis of our interpretation of the publicly available information, our experiences and the information provided to us, and should not be treated as a substitute for a specific business advice concerning individual matters, situations or concerns. Procedures we have performed do not constitute an audit of the Company's historical financial statements nor do they constitute an examination of prospective financial statements. We have also not performed any procedures to ensure or evaluate the reliability or completeness of the information obtained from the Company. Accordingly, we express no opinion, warranty, representation or any other form of assurance on the historical or prospective financial statements, management representations, or other data of the Company included in or underlying the accompanying information. We have not carried out any financial, tax, environmental or accounting due diligence with respect to the Company.

We confirm that we have, where required, obtained requisite consent (including consent from publisher or copyright holder for reproducing any information in the Material, as applicable) or duly acknowledged the source(s), as may be required from any governmental authority or other person in relation to any information used by us in the Material. We further confirm that there are no further consents, permissions, approvals or intimation required for the quoting or sourcing of information and data or reproduction of content contained in the Material in any Offer Documents. We confirm that all information contained in the Material has been obtained by us from sources believed by us to be true and reliable and after exercise of due care and diligence by us.

We represent that our execution, delivery and performance of this consent have been duly authorised by all necessary actions (corporate or otherwise).

The Material may be shared by the Company with the BRLMs, their affiliates and advisors concerned in relation to the Offer. We also consent to the inclusion of the report Streaming video software industry report, this letter as well as the engagement letter dated 17th February 2025 executed between us and the Company as a part of "*Material Contracts and Documents for Inspection*" in connection with the Offer, which will be available for public for inspection from the date of the RHP until the Bid / Offer Closing Date and have no objection with you sharing the report Streaming video software industry report, this letter as well as the engagement letter dated 17th February 2025 with any regulatory or judicial authority as required by law or regulation in relation to the Offer or pursuant to a request / order passed by any authority.

We confirm to communicate any changes, in writing, in the above information to the Company and the BRLMs until the date when the Equity Shares commence trading on the Stock Exchanges. In the absence of any such communication from us, the Book Running Lead Managers and the legal advisors, each to the Company and the Book Running Lead Managers, can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This letter may be shared by the Company, with the BRLMs, their affiliates and advisors appointed in relation to the Offer and may be relied upon by the legal counsels and BRLMs appointed in relation to the Offer. We hereby consent for submission of this letter to the SEBI, Stock Exchanges, RoC pursuant Sections 26 and 32 of the Companies Act, 2013 and the rules notified thereunder, each as amended, or any other legal, governmental or regulatory authority as may be required in connection with the Offer. We further

consent to the aforementioned details being included for the records to be maintained by the BRLMs in connection with the Offer and in accordance with applicable laws.

We consent to the upload of this consent letter on the repository portal of the Stock Exchanges as required pursuant to the SEBI circular dated December 5, 2024, and the subsequent requirements by the Stock Exchanges.

We agree to keep strictly confidential, the non-public information, your request and this consent relating to the Offer until such time that: (A) such disclosure by us is approved by the Company in writing; or (B) such disclosure is required by law or regulation; or (C) such information is already in public domain or comes into public domain through no fault of ours.

All capitalized terms referred to herein, unless specifically defined therein, shall have the meanings ascribed to them in the Offering Materials.

Yours faithfully,

For and on behalf of Lattice Technologies Private Limited



Authorized Signatory

Name: Sanya Agarwal
Designation: Group Head - Finance
Place: New Delhi

CC:

Book Running Lead Managers

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Citigroup Global Markets India Private Limited

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Maharashtra, India

Goldman Sachs (India) Securities Private Limited

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