



April 16, 2026

Re: AMAGI/SE/2026-27/9

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001, Maharashtra
Scrip Code – 544679

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051, Maharashtra
Symbol – AMAGI

Dear Sir/Madam,

Subject: Press Release – April 16, 2026.

Please see enclosed the Press Release dated April 16, 2026 titled “*Amagi and ADAMS announce strategic partnership to accelerate digital transformation and FAST distribution in Latin America*”.

This disclosure is made pursuant to the requirements under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Press Release is also being hosted on the Company’s website at <https://www.amagi.com/investors/notifications>.

We request you to please take the same on record.

Thanking you.

For and on behalf of **Amagi Media Labs Limited**

Sridhar Muthukrishnan

Company Secretary and Compliance Officer
Membership No.: F9606

Encl.: As above



Amagi Media Labs Limited

(formerly known as “Amagi Media Labs Private Limited”)

CIN: L73100KA2008PLC045144

Registered office: Raj Alkaa Park, Sy. No. 29/3 & 32/2,
4th Floor, Kalena Agrahara Village, Begur Hobli,
Bengaluru - 560076 Karnataka

P: +91 80 4663 4444 | E: info@amagi.com | W: www.amagi.com

Amagi and ADAMS announce strategic partnership to accelerate digital transformation and FAST distribution in Latin America

The agreement combines Amagi's world-leading cloud broadcasting technology with ADAMS' managed services and the backing of Ole Communications, delivering a comprehensive and proven ecosystem to the region.

MIAMI, FL. – April 16, 2026 – **Amagi**, the global leader in SaaS technology for broadcast and connected TV (CTV), today announced a strategic partnership and official reseller agreement with **ADAMS**, a unit of **Ole Interactive Group** (part of the Ole Communications group), to drive and lead the comprehensive digital transformation of television channels, sports leagues, and content owners across Latin America.

As audience consumption shifts towards streaming and FAST (Free Ad-supported Streaming TV) channels, media companies in LatAm face the challenge of modernizing their infrastructure, reducing capital expenditures (CAPEX), and launching new monetization models quickly and seamlessly.

Under the agreement, ADAMS will serve as a strategic reseller partner for Amagi's complete suite of solutions, bringing to market **Amagi CLOUDPORT** (cloud playout and automation), **Amagi PLANNER** (smart content scheduling), and **Amagi THUNDERSTORM** (server-side ad insertion or SSAI).

A key strength of this partnership lies in the complementary capabilities of both companies. While Amagi provides a proven, scalable cloud technology platform, ADAMS brings deep regional expertise and operational excellence. Being part of Ole Communications—founders of leading networks such as HBO Latin America, A+E Networks Latin America, and partners of NBCUniversal in the region—ADAMS enhances the ecosystem by managing critical operational functions, including **content processing** (massive ingest, library curation, quality control, and clipping) and **streaming & content cloud operations** (live IP capture, master control, and delivery).

“Partnering with ADAMS-Ole Interactive marks another important step in Amagi's mission to simplify and scale global content distribution,” said **Paul Finster, VP Business Development & Partnerships at Amagi**. “ADAMS-Ole Interactive's strong regional presence in the LATAM market and deep understanding of broadcast

customers, combined with Amagi's cloud-based playout and ad-tech platform, creates a powerful opportunity to deliver premium viewing experiences and unlock new revenue streams. Together, we are enabling broadcasters, content owners, and advertisers to connect with audiences more effectively across today's rapidly evolving streaming landscape."

"At ADAMS, we build as architects of the digital future, and we understand that licensing the world's most advanced cloud platform is only the first step; the real challenge is the operational process behind it," said **Reynaldo Riobueno, VP of Product & Operations at ADAMS.**

"As part of Ole Interactive and the Ole Communications family, broadcasting is in our DNA. Our partnership with Amagi allows us to offer Latin American media companies a truly comprehensive solution. Amagi provides the most robust infrastructure in the market, and we provide flawless operational execution so our clients can launch premium channels with broadcast quality in record time," added **Francisco Cusco, President, Ole Interactive Group**

This partnership further strengthens Amagi's presence in the Spanish-speaking market by aligning with a trusted regional partner that plays a critical role not only in technology implementation but also within the broader content creation and distribution ecosystem in Latin America.

About Amagi

Founded in 2008, Amagi Media Labs Limited (www.amagi.com) is a cloud-native SaaS platform serving the global media and entertainment industry. Amagi enables media companies to launch, manage, distribute, and monetize live, linear, and on-demand content across cable, OTT, and FAST platforms without investing in traditional broadcast infrastructure. Its diversified platform, which includes Streaming Unification, Monetization & Marketplace, and Cloud Modernization, allows media companies to run end-to-end content operations, get comprehensive distribution reach, and offer monetization capabilities across streaming-led environments. Amagi is one of the few players in the media technology space that offers end-to-end, AI-enabled solutions across the video value chain. Amagi manages 9,000+ channel deliveries across 300+

distributors in 40+ countries, helping media companies build audience value using its cloud-native platform. Web: <https://www.amagi.com/>

About ADAMS & Ole Interactive Group ADAMS (America Digital) positions itself as the "Architects of the Digital Future," offering the media industry the perfect combination of next-generation technological platforms and operational excellence. As a division of Ole Interactive Group—part of the historic Ole Communications—we carry the legacy of premium TV into next-generation consumption. Our B2B offering covers the entire content lifecycle: we operate FAST channel launches, D2C (OTT) development, massive YouTube management, and provide the managed media processing and Streaming Ops services that guarantee the profitability of every screen in Latin America. Web: <https://adamsdigital.io/>