

CNI RESEARCH LIMITED

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CIN NO. L45202MH1982PLC041643

16-08-2024

To,
The Manager,
Department of Corporate Services
BSE Ltd.
Dalal Street, Fort
Mumbai – 400 001

Sub.:- Press Release under Reg. 30 of SEBI LODR Reg. 2015

Ref.:- Scrip Code: 512018

Dear Sir/Madam,

This is to inform that with reference to Reg. 30 of SEBI (LODR) Reg. 2015 we wish to inform regarding our technology strategic Agreement please disseminate our Press release in public domain.

Kindly take the same on your records.

Thanking you,

Yours Faithfully,

FOR CNI RESEARCH LIMITED

KISHOR
PUNAMCHAND
OSTWAL

Digital signed by KISHOR PUNAMCHAND OSTWAL
DN: cn=CNI RESEARCH LIMITED, o=CNI RESEARCH LIMITED, ou=KISHOR PUNAMCHAND OSTWAL, email=kishor.ostwal@cni-research.com, c=IN
Reason: I am approving this document.
Date: 2024.08.16 11:42:17 +05'30'

**KISHOR OSTWAL
MANAGING DIRECTOR
DIN: 00460257**

Press Release

CNI Research Partners AI SportsTech Platform Joybox Active

John Abraham co-owned Joybox Active Launches Revolutionary AI-based Sportstech Platform to Redefine Athletic Performance Monitoring & Analytics

CNI Research is the India & South Asia Business Development partner for Joybox, so it is expected to generate substantive revenue from all deals in the subcontinent. In addition, CNI will lead the DevOps globally and is expected to earn continuous revenue from all transactions globally for Joybox.

Baltimore/Mumbai/Singapore/Dubai

15th August 2024

Joybox Active, a cutting-edge sportstech platform, today announced its official launch, marking a new era in athletic performance analysis. Designed to empower athletes of all levels, Joybox Active offers sensor-driven AI-generated insights, providing unparalleled access to professional-grade biomechanical data and performance analytics. Joybox Active will be available in the market from January 1, 2025, onwards.

CNI is the India & South Asia Business Development partner for Joybox, hence it is expected to generate substantive revenue from all deals in the subcontinent. In addition, CNI will lead the DevOps globally and is expected to earn continuous revenue from all transactions globally for Joybox, which is among the few upcoming AI driven tech concepts being developed by CNI's new tech venture partners. CNI has entered into the business of Emerging Tech and Deep tech IP wherein a consortium led by Singapore based Seed Factory Capital has agreed to transfer perpetual South Asia IP & Technology Rights to CNI. The company has already proposed to rename itself as "Tomorrow Technologies" and is in the process of necessary regulatory requirements on the same.

John Abraham – actor, producer & model – one of India's best-known fitness icons and a great patron of sports is co-owner of Joybox Active. His association with Joybox Active is key to its mission of democratizing elite sports performance analytics by making it visible and available to

everyone. Joybox Active is thrilled to have John Abraham on board. He brings a wealth of experience and passion for sports to the team. This collaboration will elevate Joybox Active's platform to new heights, making it a household name among athletes and sports enthusiasts worldwide.

Joybox Active's innovative technology utilizes 9-axis movement tracking to deliver comprehensive AI-based performance analytics and visually stunning biomechanical data renderings. For a groundbreaking price of as low as \$20 per month, athletes gain access to a suite of six sensors and the Joybox Active app, unlocking the secrets to their potential.

Prasar Sharma, founder Joybox Active said, "Our goal is to empower athletes at every level to reach their full potential. By combining cutting-edge technology with John Abraham's influential reach, we are confident in Joybox Active's ability to revolutionize the sports industry."

"We are excited to introduce Joybox Active to the world – it is a fruition of over 4 years of hard work. We have created a platform that harnesses AI for all and bring elite performance analytics to young athletes and sports enthusiasts" added Dhananjay Kumar, co-founder of Joybox Active.

John Abraham added, "I am thrilled to be part of the Joybox Active team as a co-owner. This platform aligns perfectly with my passion for sports and fitness. Joybox Active has the potential to transform the way athletes train and compete, and I am proud to be a part of this journey."

Joybox Active is committed to providing athletes with the tools they need to succeed. With its user-friendly interface and affordable pricing, Joybox Active is set to become the go-to platform for athletes of all ages and skill levels.

About Joybox Active

Joybox Active is a global sportstech company based out of the United States, built in collaboration with our team across Singapore, the UAE & India. Our platform is dedicated to providing accessible and affordable elite performance analytics to athletes worldwide. Driven by AI with a

focus on innovation and user experience, Joybox Active empowers individuals to reach their full athletic potential.

About John Abraham

John Abraham is a prominent Indian actor, film producer, and former model. Renowned for his charismatic screen presence and action-oriented roles, he has established himself as a leading figure in the Indian film industry. Abraham's successful career trajectory includes a diverse portfolio of films, ranging from commercial blockbusters to critically acclaimed projects. Beyond acting, he is a successful entrepreneur and philanthropist, with a keen interest in sports and social causes.