

Date: July 13, 2023,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Outcome of the Board Meeting

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. ('Listing Regulations').

Dear Sir/ Madam,

With reference to the captioned subject, we wish to inform you that the Board of Directors of the Company in its meeting held on today considered and approved the acquisition of 100% stake of the Impulse B2B Solution and associates.

Further, the details in terms of Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015, is enclosed herewith as **Annexure A**.

The meeting commenced at 05:40 PM and concluded at 06:10 PM

You are requested to kindly take the above information on record.

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

Quaim Mohammad Syed

Managing Director

DIN: 03163591

Encl.: A/a

Exhicon Events Media Solutions Limited

(Formerly known as Exhicon Events Media Solutions Private Limited)

CIN: U74990MH2010PLC208218

Reg. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road, Andheri (W), Mumbai 400053

Tel: +9122 40036045/22 62361291 | Email: info@exhicongroup.com | Website: www.exhicongroup.com

ANNEXURE A

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September 2015 is as under:

| Sr. no. | Details of Events that need to be provided | Information about such events |
|---------|--|--|
| a) | Name of target entity, details in brief such as size, turnover etc. | <p>1) <u>Name of the Target:</u> Impulse B2B Solution and associates (“Saddles” or “Target”)</p> <p>2) <u>Business of the Target:</u> Target is, inter alia, engaged in the business of B2B database Research & management company Serving Exhibition Organisers, Event management Companies, Convention Venues and Exhibitors</p> <p>3) <u>Turnover for the FY 2022-23:</u> INR 8.11 Crore (unaudited)</p> |
| b) | Whether the acquisition would fall within related party transaction(s) and whether the promoter/promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at arms-length | No |
| c) | Industry to which the entity being acquired belongs | Event Services: B2B Data & Information |
| d) | Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the Company); | <p>This acquisition will add strategic value to EEMSL by adding the data and research services to its existing and prospective clients and further increase its clients in the global event marketplace.</p> <p>The Impulse B2B Solution has been serving international event organizers and generating services export revenues from UK, Germany, Romania, Australia, New Zealand, Canada, USA, Singapore, Latin America, South Africa, UAE, Nigeria, Latvia, Bahrain and Jordan.</p> |

Exhicon Events Media Solutions Limited

(Formerly known as Exhicon Events Media Solutions Private Limited)

CIN: U74990MH2010PLC208218

Reg. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road, Andheri (W), Mumbai 400053

Tel: +9122 40036045/22 62361291 | Email: info@exhicongroup.com | Website: www.exhicongroup.com

| | | |
|----|--|---|
| e) | Brief details of any governmental or regulatory approvals required for the acquisitions | No governmental or regulatory approvals required for this acquisition. |
| f) | Indicative time period for completion of the acquisition | Subject to satisfactory completion of all conditions precedent, the agreement will be signed within 15 days and transaction shall be closed within 9 months of signing this agreement. |
| g) | Nature of consideration – whether cash consideration or share swap and details of the same | The consideration to be paid is INR 8 crores payable after 3 months but within 9 months of signing the agreement, in terms of cash or share swaps (by way of issuing new shares of EEMSL) as may be agreed by both parties and subject to the various approvals by Board, exchange or any relevant authorities. |
| h) | Cost of acquisition or the price at which the shares are acquired | EEMSL will acquire 100% of the business and amalgamate in itself. The consideration to be paid is INR 8 crores payable after 3 months but within 9 months of signing the agreement, in terms of cash or share swaps (by way of issuing new shares of EEMSL) as may be agreed by both parties and subject to the various approvals by Board, exchange or any relevant authorities. |
| i) | Percentage of shareholding / control acquired and / or number of shares acquired | Acquire 100% of the business of the Target from existing set of proprietorship/partnership setup with present management and employees amalgamating in EEMSL. |

Exhicon Events Media Solutions Limited

(Formerly known as Exhicon Events Media Solutions Private Limited)

CIN: U74990MH2010PLC208218

Reg. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road, Andheri (W), Mumbai 400053

Tel: +9122 40036045/22 62361291 | Email: info@exhicongroup.com | Website: www.exhicongroup.com

| j) | Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and other significant information (in brief) | <p>1) <u>Main line of business:</u> The Target’s activity mainly consists of B2B data base management & Information Services</p> <p>2) <u>Date of incorporation of the Target:</u> 31/07/2018</p> <p>3) <u>Audited turnover of last three financial years:</u> FY 2020 - 72,98,053 FY 2021 - 1,13,42,760 FY 2022- 1,61,92,962</p> <table border="1" data-bbox="828 735 1372 1008"> <thead> <tr> <th>Particular</th> <th>FY 2020</th> <th>FY 2021</th> <th>FY 2022</th> </tr> </thead> <tbody> <tr> <td>Turnover (in INR Cr.)</td> <td>72,98,053</td> <td>1,13,42,760</td> <td>1,61,92,962</td> </tr> </tbody> </table> | Particular | FY 2020 | FY 2021 | FY 2022 | Turnover (in INR Cr.) | 72,98,053 | 1,13,42,760 | 1,61,92,962 |
|-----------------------|--|--|-------------|---------|---------|---------|-----------------------|-----------|-------------|-------------|
| Particular | FY 2020 | FY 2021 | FY 2022 | | | | | | | |
| Turnover (in INR Cr.) | 72,98,053 | 1,13,42,760 | 1,61,92,962 | | | | | | | |

Exhicon Events Media Solutions Limited

(Formerly known as Exhicon Events Media Solutions Private Limited)

CIN: U74990MH2010PLC208218

Reg. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road, Andheri (W), Mumbai 400053

Tel: +9122 40036045/22 62361291| Email: info@exhicongroup.com| Website: www.exhicongroup.com