



February 27, 2024

BSE Limited

Corporate Services Department
Phiroze Jeejeeboy Towers
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT

Scrip Code: 539515

Subject: Quintype Technologies Inc., a Joint Venture

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

Dear [Sir/Madam,

In terms of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the “**Listing Regulations**”), we would like to inform you that the Quint Digital Limited (the “**Company**”), has entered into a binding term Sheet with Cognita Ventures LLC (“**Cognita**”) to set up ‘Quintype Technologies Inc.’ as a Joint Venture.

Further, Quintype Technologies Inc. has entered into a definitive agreement to acquire the entire business operations of New York headquartered Listen First Media LLC, a leading social media analytics and insights platform with several Fortune 500 clients in the media and entertainment, gaming, and other industry verticals.

Pursuant to Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, the disclosure of specified information in respect of abovementioned event is annexed hereto and marked as **Annexure–A**.

The media statement in this regard is attached herewith as **Annexure-B**.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

We request you to take the above information on record.

Yours sincerely
For Quint Digital Limited

Tarun Belwal
Company Secretary & Compliance Officer
M. No: A39190

Encl: As above

QUINT DIGITAL LIMITED

(formerly known as Quint Digital Media Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnoustie Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, email: cs@thequint.com, CIN: L63122DL1985PLC373314

SETTING UP A JOINT VENTURE COMPANY

| # | Particulars | Details | | | | | | | | | |
|----|--|--|---|------|--------------|----|--------------------------------|-----|----|----------------------|-----|
| 1. | Name of the parties with whom agreement/ JV is entered | Quint Digital Limited, via its wholly owned subsidiary viz Global Media Technologies Inc., has entered into a binding term sheet with Cognita Ventures LLC | | | | | | | | | |
| 2. | Purpose of entering into the agreement | Setting up of a Joint Venture | | | | | | | | | |
| 3. | Shareholding, if any, in the entity with whom the agreement is executed | Upon completion of the transaction pursuant to the binding term sheet, the shareholding pattern of Quintype Technologies Inc shall be as under: <table border="1" data-bbox="857 821 1435 974"> <thead> <tr> <th>#</th> <th>Name</th> <th>Shareholding</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Global Media Technologies Inc.</td> <td>50%</td> </tr> <tr> <td>2.</td> <td>Cognita Ventures LLC</td> <td>50%</td> </tr> </tbody> </table> | # | Name | Shareholding | 1. | Global Media Technologies Inc. | 50% | 2. | Cognita Ventures LLC | 50% |
| # | Name | Shareholding | | | | | | | | | |
| 1. | Global Media Technologies Inc. | 50% | | | | | | | | | |
| 2. | Cognita Ventures LLC | 50% | | | | | | | | | |
| 4. | Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc | Global Media Technologies Inc. will invest an aggregate amount of USD 2.25 Million in Quintype Technologies Inc. in a combination of debt and equity. | | | | | | | | | |
| 5. | Whether the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship | Not Applicable | | | | | | | | | |
| 6. | Whether the transaction would fall within related party transactions? If yes, whether the same is done at “arm’s length” | Not Applicable | | | | | | | | | |
| 7. | In case of issuance of shares to the parties, details of issue price, class of shares issued | Not Applicable | | | | | | | | | |
| 8. | Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc. | Not Applicable | | | | | | | | | |

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| # | Particulars | Details |
|----|--|----------------|
| 9. | In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a) name of parties to the agreement b) nature of the agreement c) date of execution of the agreement d) details of amendment and impact thereof or reasons of termination and impact thereof | Not Applicable |

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Quint Digital expands its media-tech business to the lucrative North American market; enters into a binding term sheet with Cognita Ventures to set up Quintype Technologies as a Joint Venture

Quintype Technologies enters into a definitive agreement to acquire the entire business operations of New York headquartered Listen First Media LLC, a leading social media analytics and insights platform with several Fortune 500 clients in the media and entertainment, gaming, and other industry verticals

Noida, India – February 27, 2024

Quint Digital Limited (QUINT, BSE 539515), is India's *only new-age digital media-technology group listed on an Indian stock exchange. Via its newly formed 50:50 US Joint Venture with Cognita Ventures LLC*, Quintype Technologies Inc. has entered into a definitive agreement with Listen First Media LLC to acquire the entire business operations including technology platform, brand, IP, domain name, customer contracts, employees etc. The transaction is expected to be consummated by March 1, 2024.

Listen First Media (<https://www.listenfirstmedia.com/>) is a premier social media and digital analytics platform headquartered in New York with a strong team of 75+ professionals. Listen First Media was founded in 2012 to guide the way brands make decisions with large datasets from social media. Listen First Media consolidates social media analytics from all major social channels and assists major brands to maximize their social media ROI. Listen First Media also provides an expert team of social media strategists to assist clients by providing timely data, insights, and strategies. Listen First Media services marquee clients in the media and entertainment, streaming services, gaming, and other verticals. The massive dataset owned by Listen First provides unique industry and competitive benchmarking that clients highly value.

Along with Quintype, Listen First will become the second SaaS based product from QDL's media-tech stable. QDL expects to exploit synergies between these two media-tech platforms and their potential global footprints. Listen First's marketing and sales prowess is also expected to power a successful launch of Quintype in North America's large CMS (Content Management Systems) market for digital publishers.

To give effect to the above acquisition, Quint Digital Limited has, via its wholly owned subsidiary viz Global Media Technologies Inc., entered into a binding term sheet with Cognita Ventures LLC to set up ‘Quintype Technologies Inc.’, a media-tech company incorporated in Delaware, as an equal Joint Venture.

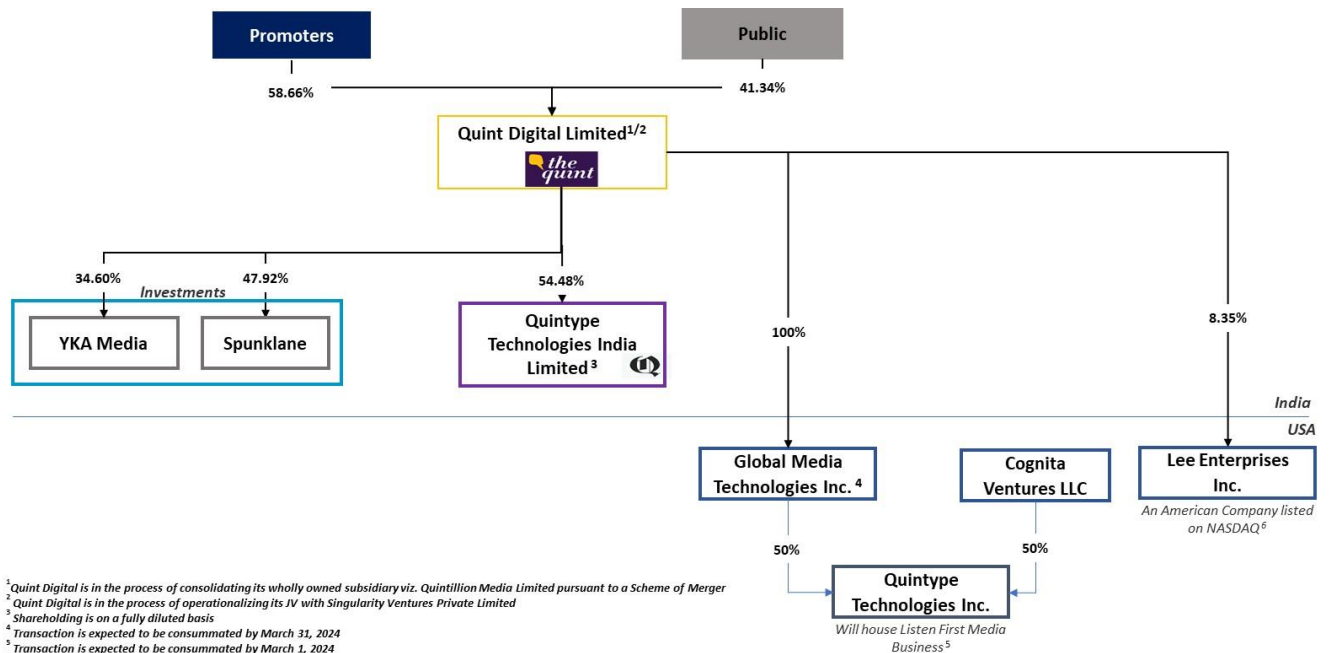
On completion of the transaction, Global Media Technologies Inc., will acquire 50% stake in Quintype Technologies Inc for an aggregate consideration (in form of debt and equity) of USD 2.25 Million. This transaction is expected to be closed by March 31,2024.

About Quint Digital Limited

Quint Digital Limited is India’s leading digital and media-tech/AI-focused company. QDL owns a majority stake in Quintype Technologies India Limited, the AI-powered Digital Newsroom Growth Platform that empowers publishers in India, the USA, Europe, the Middle East, and Africa to create, distribute and monetise their content.

QDL is also one of the fastest-growing digital networks where the motive is to create innovative ideas in the space of digital content with cutting edge technology and formats which are engaging and speak for the people. QDL is diving in to change the landscape of digital content by creating relevant stories through its marquee, award-winning platform, **The Quint**.

Structure:



For more information, visit www.quintdigitalmedia.com



About Cognita Ventures LLC

Cognita Ventures LLC is a private angel investing syndicate set up by leading Indian-American technology professionals from USA. Cognita Ventures invests exclusively in technology and AI companies and provides deep operational expertise to portfolio companies. The founders of Cognita Ventures had earlier built a global IT services company, which was acquired by a publicly listed company.

Safe Harbour Disclaimer:

This release contains certain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Quint Digital Limited future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market conditions, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors beyond the control of the Company, such as Covid-19, that could affect our business and financial performance.

The Company undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances. In addition, this release is for general information purposes only, without regard to any specific objectives, financial situations, or informational needs of any particular person. The financial information outlined in this press release is unaudited, based on management accounts. Accordingly, limited reliance should be placed on such financial information. The Company may alter, modify, or otherwise change in any manner the content of this release, without obligation to notify any person of such change or changes. This release should not be copied or disseminated in any manner.