



5<sup>th</sup> June 2026

**Dear Shareholders,**

We are pleased to share a significant milestone in your Company's journey of building a diversified and future-ready sports business. Your Company has entered into a strategic partnership with **Fédération Internationale de Football Association (FIFA)** to bring the world's biggest football events to Indian audiences, including the **FIFA Men's World Cup 2026 and 2030, FIFA Women's World Cup 2027** and several other global tournaments up to 2034.

This partnership marks an important step in strengthening your Company's sports portfolio and reflects our belief in the long-term potential of sports as a powerful driver of audience engagement, subscription growth and advertiser interest.

Football is the world's most popular sport and continues to witness growing interest among India's young population. While India has a rich sporting culture, football remains a largely underpenetrated opportunity despite its immense popularity across several regions of the country. Your Company believes that increasing access to world-class football content can play a meaningful role in expanding the sport's reach and inspiring the next generation of athletes and fans.

Beyond the business opportunity, this partnership also carries a larger purpose. More than a century ago, **Swami Vivekananda emphasized the importance of sports in building confidence, discipline and character among the youth**. Inspired by this philosophy, your Company believes that making world-class sporting content accessible to millions of households can contribute meaningfully towards nurturing a stronger sporting culture in India.

Zee Entertainment Enterprises Limited

Regd Office: 18th floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400 013, Maharashtra, India

D: +91 22 7106 1234 | CIN: L92132MH1982PLC028767 | W: www.zee.com



Your Company has been steadily building its sports business through a calibrated and financially prudent approach. Over the last few months, we have strengthened our presence through properties such as the Bengal Super League, UP Kabaddi League and the successful execution of ILT20, while also expanding into emerging sports categories. The FIFA partnership represents another important step in this strategy and significantly enhances the scale and quality of our sports offering.

Under this partnership, **your Company will showcase 39 major FIFA events over the next eight years**, including youth tournaments, women's competitions, futsal events, intercontinental club competitions and the FIFA World Cups. In addition, your Company has also secured access to football-related documentary content, creating opportunities to engage audiences beyond live matches.

The investment aligns closely with your Company's omni-channel strategy. The tournaments will be available across the new dedicated sports channels - **Unite8 Sports 1, Unite8 Sports 1 HD, Unite8 Sports 2, and Unite8 Sports 2 HD and Zee 5**, enabling fans across the country to enjoy a seamless and immersive viewing experience in multiple languages. This integrated television and digital approach will help maximize audience reach while creating compelling opportunities for advertisers and brand partners.

The FIFA partnership is expected to create multiple long-term benefits for your Company, including strengthening the subscriber base across television and digital platforms, expanding advertiser relationships, attracting newer consumer cohorts and creating a scalable foundation for future sports-led growth.

As your Company continues to transform into a leading Content and Technology Powerhouse, we remain committed to pursuing opportunities that combine strategic value, consumer relevance and long-term growth potential.

We thank you for your continued trust and support.

Zee Entertainment Enterprises Limited

Regd Office: 18th floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400 013, Maharashtra, India

D: +91 22 7106 1234 | CIN: L92132MH1982PLCO28767 | W: www.zee.com



**Yours Truly,**

**Zee Entertainment Enterprises Ltd.**

**Zee Entertainment Enterprises Limited**

**Regd Office:** 18th floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400 013, Maharashtra, India

**D:** +91 22 7106 1234 | **CIN:** L92132MH1982PLC028767 | **W:** [www.zee.com](http://www.zee.com)