



10th July 2026

Dear Shareholders,

We are pleased to share that your Company continues to strengthen its sports portfolio through strategic investments. With the landmark partnership inked with **FIFA**, your Company has secured the rights to stream and broadcast the **FIFA World Cup 2026™**, **FIFA Women's World Cup 2027™**, **FIFA World Cup 2030™** along with other key FIFA events and docu-series content up to 2034.

Building on this momentum, your Company has further strengthened its sports portfolio by securing the digital & broadcast rights for **Germany's most prestigious Football League - Bundesliga** for the next 5 years. As one of the world's most followed football leagues, **Bundesliga** strengthens your Company's football offering and complements its vision to uplift football as a sport across the Country. This property will provide continued action-packed football content for fans across India while enhancing the value proposition of **Zee 5** and the **Unite8 Sports** portfolio.

Sports is emerging as an important pillar of growth for your Company. It enables your Company to engage audiences at scale, attract new subscribers for Zee 5 and unlock new monetisation opportunities across the ecosystem. Your Company is also building a strong foundation for a multi-sport ecosystem through strategic investments across **football, cricket and other emerging sports**.

These efforts are aligned with the Company's broader vision of **strengthening its position in the Attention Economy** by offering audiences premium content experiences across platforms and touchpoints. Your Company remains committed to building a diversified business portfolio, underpinned by disciplined investments, strategic partnerships and a relentless focus on sustainable growth and value creation.

We thank you for your continued trust and support.

Zee Entertainment Enterprises Limited

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Yours Truly,

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