

Novus Loyalty Limited

Date: 10th April 2026

To,
Manager
Listing Compliance Department
BSE Limited
Floor 25, P.J. Towers,
Dalal Street, Mumbai – 400001

Subject: Disclosure under Regulation 30 of SEBI (LODR), Regulations, 2015 – Receipt of Award

REF: Novus Loyalty Limited (Scrip Code: 32876636)

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 read with Schedule III of the said regulations, we wish to inform you that our Company has received a **Notification of Award** from **Bank of Abyssinia, Addis Ababa, Ethiopia** for the implementation of an **Enterprise-Wide Loyalty Program Management Solution (EWLPMS)**.

The total aggregate value of the awarded contract is **USD 407,500 (United States Dollars Four Hundred Seven Thousand Five Hundred Only)**, inclusive of applicable components as detailed below and subject to applicable terms and conditions.

This achievement reflects the Company's growing global footprint and its capability to deliver enterprise-scale loyalty and engagement solutions in international markets. The Company looks forward to successfully executing this engagement and strengthening its relationship with Bank of Abyssinia.

Further, the detailed disclosure as required under SEBI Master Circular dated November 11, 2024, read with subsequent amendments, is enclosed as **Annexure-A**.

You are requested to take the above information on record.

Thanking you,

For Novus Loyalty Limited

(Mr. Deepak Tomar)

Chairman and Managing Director
Place: Gurugram
Encl.: As above

Annexure A

Disclosure of information pursuant to Regulation 30 of the SEBI Listing Regulations read with Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11-11-2024 (as amended)

Particulars	Details
Name of the entity awarding the order(s)/Contract(s)	Bank of Abyssinia, Addis Ababa, Ethiopia
Significant terms and conditions of order(s)/contract(s) awarded in brief	The total contract value includes licensing, implementation, training, and support services. Applicable local taxes shall be borne by the Bank. A performance guarantee of 10% of the contract value is required.
Whether order(s)/contract(s) have been awarded by domestic / international entity	International Entity
Nature of order(s) / contract(s)	Provision of Enterprise-Wide Loyalty Program Management Solution (EWLPMS), including licensing, implementation, customization, training, and support services.
Time period by which the order(s) / contract(s) is to be executed	As per the terms of the contract agreement to be executed between the parties.
Broad consideration or size of the order(s) / contract(s)	USD 407,500 (United States Dollars Four Hundred Seven Thousand Five Hundred Only)
Whether the promoter / promoter group / group companies have any interest in the entity that awarded the order(s) / contract(s)? If yes, nature of interest and details thereof	No, neither the promoter nor the promoter group nor any group companies have any interest in Bank of Abyssinia.
Whether the order(s) / contract(s) would fall within related party transactions? If yes, whether the same is done at “arm’s length”	No, the order does not fall within related party transactions.
Any other information	None